

Content Creator

level 3



Storytelling is the lifeblood of every brand, and regardless of the sector you work in or the size of your business, developing and creating content that engages an audience is critical to success.

This programme is designed to help learners develop the latest content creation skills across multiple platforms, using the latest technologies. These platforms include audio, video, print and digital. The training also covers the end-to-end processes that lead to the creation of brilliant content, including development of a brief and ethical considerations.

Individual learning plans will be created to ensure that all learners are stretched and challenged, depending on their levels of experience.

Contents

- ▶ **Creating engaging multi-platform content**
- ▶ **Researching, creating and presenting creative pitches and proposals**
- ▶ **Copywriting for print, online and social**
- ▶ **Image & photography basics and best practice**
- ▶ **Recording and editing your own video and audio content**
- ▶ **Social media and search engine optimisation (SEO) basics and best practice**
- ▶ **Creating your own website**

Learning Journey

This training programme is based on the [Content Creator Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

Regular **on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of two components: a professional discussion and a project or campaign evaluation report.

On completion of the programme, learners will gain the Level 3 Content Creator Apprenticeship Qualification.

Typical training period of

13 months

followed by an End Point
Assessment period of up to

3 months