

Standard overview

A junior content producer is responsible for developing and creating promotional content that can be used across a variety of platforms. As a content producer your workload can vary; you may write the copy (the text) for a range of promotional materials including flyers, newspapers, posters and websites, or produce content in other ways such as through photography and videos.

Due to the fast growing digital industry, content producers will be heavily involved in social media management and online advertising. This includes scheduling posts on social media channels to ensure a flow of content and also creating advertising campaigns using social media platforms and search engines.

Standards – the benefits

At Learning Unlimited, we provide high quality training and development solutions for organisations across the UK. The Level 3 apprenticeship standard offered by Learning Unlimited brings together a range of benefits. From start to finish, we work with your business to tailor our training to meet your needs. With an excellent track record in delivering training to a variety of organisations and businesses, we can find a solution to help you take your staff to the next level.

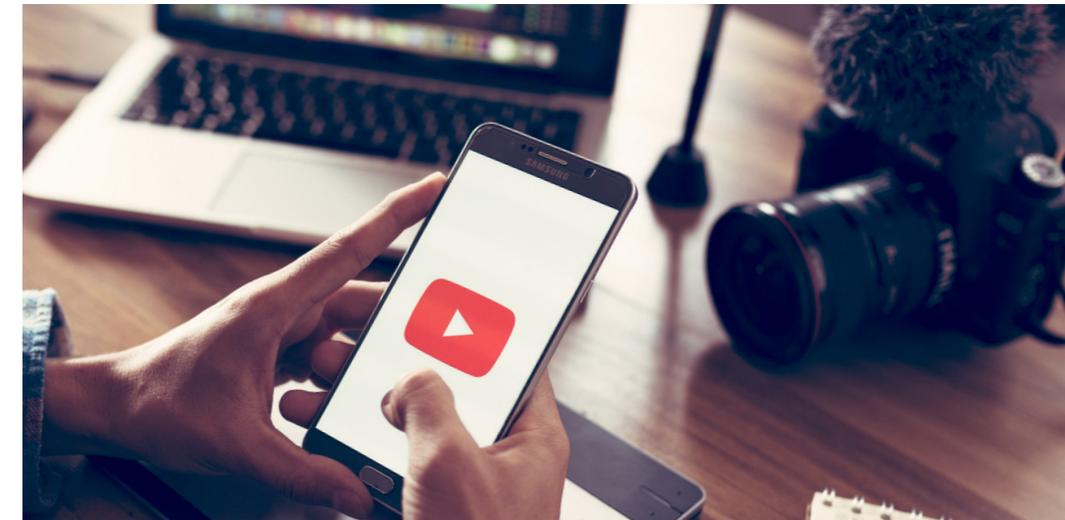


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Level 3

APPRENTICESHIP STANDARD

Junior Content Producer



For careers in Digital Content Production

- Copywriter
 - Digital marketing officer
 - Marketing assistant
 - Social media officer
 - SEO specialist
 - Marketing content assistant
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Entry requirements

- Individual employers will set their own entry requirements, but this will typically include English and maths at GCSE grade 4 (C) or above.
- Apprentices without English or maths Level 2 must achieve this prior to taking the end point assessment.

Duration

- 18 months

Workplace behaviours development

- A passion for creating content for creative and digital media
- The ability to work effectively both individually and collaboratively as part of a team
- Maintain positive relationships with customers
- A strong work ethic and commitment in order to meet the standards required
- Recognition and compliance with equality and diversity in the workplace

End Point Assessment (EPA)

- Workplace observation
- Set brief test
- Professional discussion supported by a portfolio of evidence
- Aim awards (Approved EPA)

Skills and knowledge development

- The importance of brand, brand awareness and the intended audience within a brief
- How creative content can be used across channels and platforms
- The relevance of emerging technologies, standards and trends to a campaign
- The regulatory and legal requirements when using media assets such as copyright, intellectual property rights, web accessibility etc.
- How to capture video, pictures, graphics and sound from various formats
- Optimise web page content to ensure high rankings in search engine results
- Use industry standard packages to edit and post content
- Ensure content is accessible to all end users and language best practice is applied

Qualifications or Industry Accreditation gained

- On completion of this learning programme, the apprentice will have achieved a Level 3 Apprenticeship Standard in Junior Content Production.

Delivery plan and apprentice progression

Throughout the apprenticeship, the apprentice is supported by their work-based tutor, employer mentor and class-based tutor to ensure that they are progressing at the right pace and developing the skills and knowledge expected.

Month 1-12

- Induction
- Functional skills (where applicable)
- Knowledge units
- Skills development
- Project based learning

Month 12 - 18

- Skills development
- Functional skills exams (where applicable)
- Gateway
- End Point Assessment

Off-the-job training

Every apprenticeship includes off-the-job training – equivalent to one day per week. This takes place during time normally spent at work but does not include the usual daily duties and responsibilities carried out as part of their normal role. It can consist of work and tasks ranging from projects, lectures and seminars to day release, blended learning and training to use specialist equipment.

It can form part of regular weekly sessions or be combined for larger blocks of time, depending on the approach that works best for the employer.

Progression

- On a successful completion, apprentices will be eligible for the following job roles or further studies.
- University-level course
 - Higher apprenticeship
 - Employment in the marketing/digital industry

The delivery plan may be subject to change.