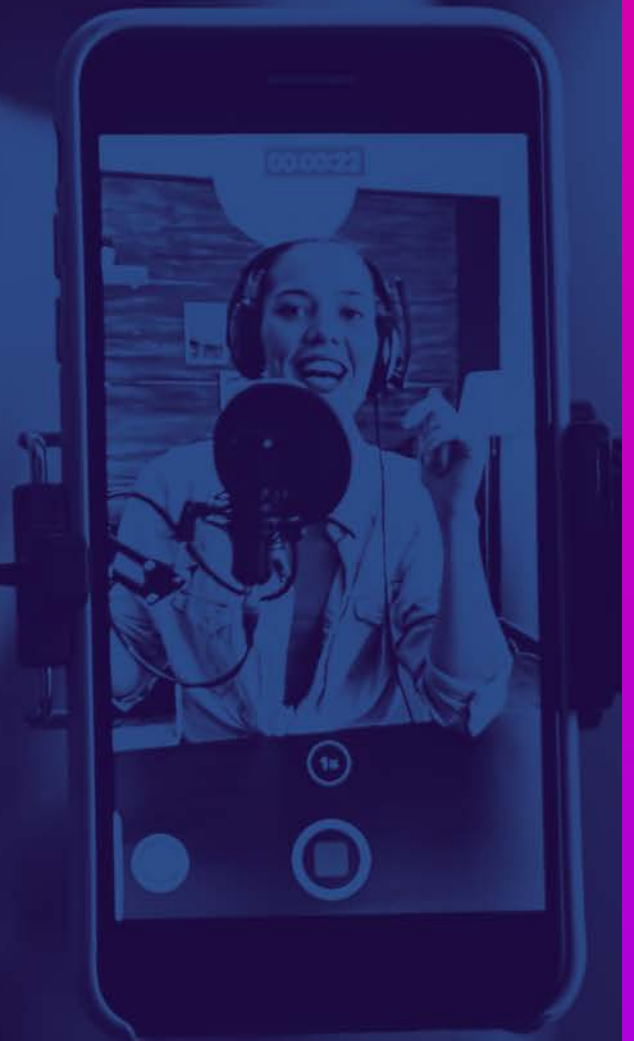# apprentify

Content Creator
Level 3

Contents

Welcome to the Level 3 Content Creator Programme

This apprenticeship will cover:

- Video Production
- Marketing Strategy
- User Experience
- Copywriting

Content Creator Level 3 Training

Unit 1 - The Creative Industry

Delivery days - 1
You will begin understanding the new industry you have started your career in. You will learn about the importance of the creative industry to the UK economy, how to develop your skills and knowledge throughout your career, the work environments you may work in and their impact on our role. Finally, you will earn about basic project management techniques to use in your career.

Unit 2 - The Brief

Delivery days - 2
You will learn about the importance of effective creative briefs and how to interpret commercial objectives in a marketing brief. You will learn about different types of branding an organisation can use for marketing. Finally, you will learn about different market research methods and how to use them to discover insightful information or marketing purposes.

Unit 3 - Marketing Strategy

Delivery days - 1
You will discover the different uses of print and digital media in marketing campaigns. You will understand the importance of the customer life cycle in marketing campaigns and how to align different marketing activities to customers in different stages. Finally, you will learn about the Paid, Earned, Shared and Owned (PESO) model and how to apply it for marketing campaigns.

Unit 4 - Technical Marketing

Delivery days - 1/2
You will delve into the technical considerations of different content types, including video, image and audio files. You will learn about the importance of metadata for content and how to organise content effectively. Finally, you will learn about cutting-edge content marketing and how this can be used in a variety of ways for your campaigns.

Unit 5 – Content Development

Delivery days - 2
You will learn about the importance of tone of voice in marketing and how to develop an appropriate tone of voice for your business. You will develop customer personas for your own business which can then inform marketing strategies. Finally, you will design storyboards for a video campaign using best practice for video production.

Unit 6 – Production Workflow

Delivery days - 2
You will learn about the three stages of production workflow and the various activities in each stage. You will design call sheets for a video production campaign and learn about post-production considerations prior to sign-off. Finally, you will learn about user experience and how to consider your users when designing your content.

Unit 7 - Copy Creation

Delivery days - 1
You will discover the main copywriting theories used by professional copywriters, including Attention, Interest, Desire and Action (AIDA), Qualify, Understand, Educate, Stimulate and Transition (QUEST) and 'What's in it for me?' (WIIFM). You will learn about how to implement SEO best practice into blogs and articles. Finally, you will learn about techniques to shorten your content to keep it concise and the importance of proofreading in the production process.

Unit 8 - Media Production

Delivery days - 3
You will learn about the production process and considerations for a successful shoot. You will learn about various pieces of equipment required for different scenarios, including cameras and microphones, and the extras required in certain circumstances. You will learn how to edit footage using professional software and to use different cuts and editing techniques.

Unit 9 - The Web

Delivery days - 1
You will begin to understand the importance of SEO for your content and how to optimise different content types for search engines. You will learn how to use Content Management System (CMS) platforms for effective website management. You will discover the importance of automation and scheduling tools in content management and how to adapt to them.

Unit 10 - Data and Segmentation

Delivery days - 1
You will realise the impact of analytics tools for continuing improvement and optimisation of your content. You will learn about how to align your target segments with data for data-driven marketing decisions. Finally, you will learn how to use primary and secondary data sources to inform marketing campaigns.

EPA Readiness – Portfolio

Delivery days - n/a
Learners will have to prepare for Gateway and have 20 days to write up a work based project. They will consolidate the portfolio that they have built up during the course.

- Work Based Project
- Presentation
- Questioning
- Professional Discussion
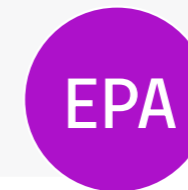
Learner Journey

Month 1
The Creative Industry

Month 2
- The Brief
- Coaching Session

Month 3
- Marketing Strategy
- Progress Review

Month 4
- Technical Marketing
- Coaching Session

Month 5
- Content Development
- Coaching Session

Month 6
- Production Workflow
- Progress Review

Month 7
- Copy Creation
- Coaching Session

Month 8
- Media Production
- Coaching Session

Month 9
- The Web
- Progress Review

Month 10
- Data Segmentation
- Coaching Session

Month 11
- EPA Readiness Set Brief Test
- Coaching Session

Month 12
- EPA Mock Interview
- Coaching Session

Month 13
Gateway Exit Review

EPA

Your apprenticeship programme

Qualification

On successful completion of the programme, you will be awarded a Level 3 Content Creator Apprenticeship standard awarded by 1st for End-Point Assessment (EPA).

Off-the-job training

As an apprentice, you study while you work, a minimum of 6 hours per week of your time at work will be dedicated to your apprenticeship. You will learn through a mix of classroom days, personalised coaching sessions, e-learning and activities to practise what you are learning.

Employers collaborate with the training provider and you to ensure that you are on target with your off-the-job learning hours. Everything you do can be tracked on the Bud digital platform. Working with your Development Coach and line manager, you can balance your off-the-job training hours with your day-to-day responsibilities.

Is it off-the-job training?

Off-the-job training can take place very flexibly throughout the apprenticeship. This can be scheduled for every day, a day a week, in longer blocks (e.g. one week in every five) or in other creative ways. The stipulations are:

- The minimum off-the-job training hours have been met
- Has the individual begun their apprenticeship programme?
- Is the activity directly related to the apprenticeship standard or framework?
- Is the activity teaching new knowledge, skills and behaviours?
- Is the learning taking place within the apprentice's normal contracted working hours?

If all of these apply, it counts as off-the-job training.

Virtual Classrooms

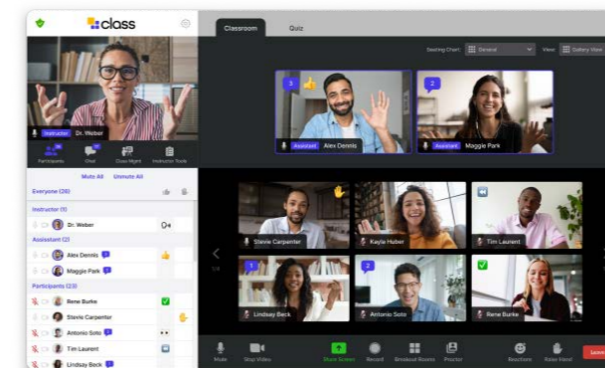Learners will attend classroom sessions online using Class, our virtual-classroom software.
To access the session, they will need:

- A desktop/laptop computer
- To download the Class meeting software application

Apprentify Class

Once you have installed the software, please use the Class Guides if you are having any issues.

Class Guides

Assessment

On Programme
Your progress will be continually assessed using our online apprenticeship management system, Bud. Throughout your apprenticeship you will upload evidence to show that you have completed the activities that contribute towards the achievement of your apprenticeship.

Apprenticeship Standard

End-point Assessment (EPA)
Once you have gone through the gateway, you will start the EPA. This assessment will showcase the entirety of the knowledge, skills and behaviours you have developed during the programme.

EPA Explainer Video

Expectations during your apprenticeship

The modern apprenticeship revolves around the tripartite relationship between apprentice, employer and Apprentify. All parties are responsible for ensuring that the apprenticeship programme is a success.

The expectations listed are necessary for all parties to ensure that the apprentice completes their apprenticeship.

Apprentice

- Preparation and planning for coaching/classroom sessions
- Attending all virtual classrooms and coaching sessions
- Completion of tasks in the agreed timeframe
- Planning your 20% off-the-job training and completing your Bud activities
- Taking responsibility for your own development
- Communicate support needs to your line manager and Development Coach
- Update your Self-Study Log with the extra training you complete

Line Manager

- Facilitate time for the apprentice for their learning in working hours
- Monthly one-to-one reviews with learners to discuss progress, provide feedback and guide development
- Provide opportunities for learners to participate in relevant workplace tasks related to their apprenticeship standard
- Keep in regular contact with the apprentice and Development Coach
- Provide learning opportunities
- Support with 20% off-the-job training

Development Coach

- Providing teaching and coaching sessions
- Monitoring progress using Bud and gaining feedback from line managers
- Coaching apprentices with both apprenticeship- and workplace-related skills
- Feedback to drive enhanced performance and improved knowledge
- Online support through regular meetings
- Marking and assessment of Bud work
- Preparation for EPA

Paths to Mastery

The Path to Mastery gives you the chance to gain additional skills in specialist areas. The optional learning is designed to enhance expertise in specialist areas and let you thrive in your role. As an apprentice, you will only be enrolled on the Path to Mastery if both your employer and Apprentify agree that you are in a position to take on extra learning. You can choose one of the following:

Google Ads
You will explore the fundamentals of the Google Ads platform and how to create campaigns for both the Search and Display networks.

Facebook Blueprint
You will explore the fundamentals of the Facebook Ads platform and how to create campaigns for Facebook and Instagram campaigns.

Videography
You will receive exclusive access to training provided by an experienced videography expert. They will teach you how to create effective video content that meets client needs regardless of sector and industry.

Career Progression

Level 4 apprenticeship progression options:
- Marketing Executive
- PR and Communications

You are here

Content Writer
£25,000

Social Media Manager
£33,000

Production Manager
£37,000

Creative Director
£86,000+

Professional Development Programme

At Apprentify, our curriculum extends beyond the knowledge, skills and behaviours of the apprenticeship standard. We pride ourselves on developing well-rounded members of the modern workforce who are passionate about their work, eager to learn and make a positive contribution to any company and society.

We embed a wider curriculum into all our programmes that supports soft-skill development and ensures that apprentices are aware of the issues in modern Britain that affect them and those around them in the workplace. This extra support and guidance will mould apprentices into not only competent employees but also highly engaged and conscientious staff.

British Values

All schools, colleges and training providers have a duty to actively promote the fundamental British values of a functioning modern democracy. What are British values, and what are examples of the understanding and knowledge apprentices are expected to learn in the workplace?

Rule of Law
Rules promote a happy, safe and secure living and working environment. Examples are:
- Legislation
- Agreed procedures, policies and ways of working
- Codes of conduct
- How the law protects you and others

Individual Liberty
Protection of your rights and the rights of others you work with. Examples are:
- Values and principles
- Individuality, consent, choice and rights
- Dignity and respect
- Equality and human rights
- Personal and professional development

Democracy
Everyone should be aware of their rights and responsibilities that help to build a culture of freedom and equality. Examples are:
- Team meetings
- Joint decision-making
- Receiving and giving feedback
- The right to protest and petition
- Leadership and accountability

Respect and Tolerance
Respecting the ideas, beliefs and values of others while not imposing our own on others, including:
- Tackling discrimination
- Tackling bullying
- Embracing diversity
- The importance of religion, traditions, preferences and cultural heritage
- Recognise stereotyping, prejudice and labelling

Safeguarding and Additional Learning Needs (ALN)

Safeguarding and Prevent

Apprentify has a statutory requirement to ensure that all our apprentices are safe from harm and can learn in a secure environment. This is a responsibility of everyone involved in the apprenticeship programme, including employers and apprentices.

Safeguarding does not simply refer to physical harm. It can also be far less obvious and harder to recognise – abuse, neglect and wellbeing concerns are all examples of safeguarding concerns that you should be aware of and know how to respond to, both on behalf of yourself and on behalf of others.

The Prevent duty is part of the UK Government's Counter-Terrorism Strategy (CONTEST) and is designed to stop people from becoming terrorists or supporting terrorism. It is a requirement of numerous public-facing bodies, including apprenticeship training providers, to develop knowledge of the signs of radicalisation and to ensure that learners understand how to report their concerns.

What does this look like in my apprenticeship?

Your Development Coach will support you and your employer in building awareness and applying safeguarding and Prevent in the workplace and in modern Britain. This will involve:

- Discussions during progress reviews
- Activities in virtual classrooms
- E-learning courses
- Real-life scenarios in coaching sessions
- External courses for Action Counters Terrorism (ACT) Awareness

Our Safeguarding Officers

To find out who our designated Safeguarding Officers are, click on the link below.

Safeguarding

What do I do if I have any concerns?

If you have any concerns, you can confidentially contact the Apprentify safeguarding team.

Cognassist

During the application process for apprenticeships, learners will complete a Neurodiversity Assessment, which will identify any neurodiversity needs. If the software identifies such a need, the learner will work with a dedicated Cognassist Tutor throughout the apprenticeship.

At the start of each month, learners will be provided with four strategies to support their learning and develop their understanding. Learners must aim to complete all four strategies every month. Once learners have completed the strategies, apprentices hold a monthly session with their Cognassist Tutor.

These are completed remotely with a Tutor, who will discuss each strategy and document feedback around the skills and actions, as well as the impact of, each module on Cognassist. While this is not mandatory, and you can opt out if you wish, this will support you with any identified learning needs throughout your apprenticeship.

Cognassist is a tool that assesses the neurodiversity of learners and provides strategies and activities for them to enhance their learning. Cognassist assesses capacity in the following domains:

- Verbal Memory
- Non-Verbal Memory
- Literacy
- Numeracy
- Visual Information
- Processing Speed
- Executive Function
- Verbal Reasoning
- Non-Verbal Reasoning

Notes

apprentify

Get connected

📞 0333 996 0165
✉ info@apprentify.com

f ⊙ 𝕏 in ♪