Apprenticeship Standard
Content Creator Level 3

Who is it accredited by?

TheLightBulb Limited deliver this standard through BIoR as the preferred End Point Assessment Organisation.

What is this apprenticeship standard?

Typically, this apprenticeship will take between 12 and 18 months.

A Content Creator (also referred to as a Creative Content Assistant) is responsible for developing and creating content that can be used across a variety of media including digital, social media, broadcast or in print. Working to the customer/client brief, they research, prepare and develop the media messaging to maximise audience engagement, capturing the strategy and objectives of the brand and needs of the customer they are representing.

The content they create can be used as part of media, advertising and marketing campaigns. Content Creators collaborate with designers and developers, using authoring languages to create content for the World Wide Web, which may include video, images, text (or "copy") and web pages and social media content, so an enthusiasm for technology and creating great online experiences is a must.

What are the entry requirements?

• Must be 16 or over and working at least 30 hours per week including all training and study time.
• Must be in an occupation relevant to the apprenticeship and hold a contract of employment.
• Must be allowed to use 20% of their working time to complete off the job training (6 hours a week from 1/08/2022)

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.

What's involved with this apprenticeship standard?

The apprentices will be required to attend virtual workshops over the period of their apprenticeships during which they will be able to interact with other learners taking this level 3 Apprenticeship and develop the knowledge required to support their end point assessment.

The learner will be assigned an learning and development mentor who will work with them throughout the qualification to support/mentor/teach and advise and to ensure that they are learning and meeting the requirements of this standard. The majority of this will take place using virtual systems + online meeting. Face to face on site visits can also be arranged.

To achieve the qualification, they will be required to demonstrate a set of knowledge, skills and behaviours/personal attributes (KSB's) through an end point assessment process. This is carried out by an independent assessor once the employer and TheLightBulb staff agree the apprentice has met the requirements. It cannot happen until the learner has been on their apprenticeship for a minimum of 12 months.

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The end point assessment will test the entire standard and comprises of the following elements:

The End Point Assessment will take place in the last 4 weeks of the Apprenticeship and will comprise two components:

Project or Campaign Evaluation Report - You will be asked to complete a project or campaign evaluation report. The evaluative report will be based on a project or campaign that you have contributed to, and developed content for, in the last 6 months leading to gateway. The EPAO must confirm that the apprentice has completed a project from which they can produce an evaluative report and additional/new content. You must start the evaluative report after the gateway. The report should be a maximum of 1500 words.

Professional Discussion – You will have a professional discussion with an independent assessor. It will last 60 minutes. They will ask you at least 7 questions. The questions will be about certain aspects of your occupation. You need to compile a portfolio of evidence before the EPA gateway. You can use it to help answer the questions.

A summary of the knowledge, skills and behaviours that will need to be demonstrated are as follows:

Knowledge
Knowledge of:
- Understands a wide range of tools and methods to create content
- Understand emerging technologies
- Understand industry technologies

Skills
- Writing and editing copy for use in print or online
- A wide range of editing skills across industry standard platforms
- Use appropriate pitching techniques
- Examples of using multiple content creation software's

Behaviours & Personal attributes
- Can produce a range of content for use across all platforms
- Demonstrates project management skills
- Applies industry standard packages to edit and post produce content

For a full breakdown and further information please visit the following website
https://www.instituteforapprenticeships.org/apprenticeship-standards/content-creator-v1-1

What's next?

For more information on how we can **upskill** your existing staff using this apprenticeship framework or help you to recruit an apprentice please call 01268 270648 or email info@thelightbulb.net