

Learner Journey

Content Creator

Level 3 Content Creator

Grading

Please use the following grading terminology:

Pass

Demonstrate the expected knowledge, skills and behaviours against Apprenticeship Standard

Distinction

Demonstrate excellent knowledge, skills and behaviours against the Apprenticeship Standard

The Apprenticeship may not be delivered in this order

Standard Name: Content Creator	Enrolment	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7
Knowledge & Skills	Induction and programme introduction including: Prior learning discussion Personal objective setting Review skill scans results Start of individual learning plan	Social media concepts and branding	Content marketing and segmentation	Budgets and trends	Content development	Content development	Analytics	Search Engine Optimisation
Behaviours	Discussed content of the behaviours and how these will be developed, demonstrated and evidenced over the course of the qualification	Practical evidence of: Message boards audience feedback platform/channel recommendations	Practical evidence of: Campaign analysis User experience Maximising engagement	Practical evidence of: Interpreting client briefs Researching ideas and concepts	Practical evidence of: Researching ideas and concepts to meet client briefs.	Practical evidence of: Metadata schema	Practical evidence of: Google Analytics beginner certificate Google Analytics advanced certificate	Practical evidence of: Web accessibility Optimising web content Improving rankings
Group Sessions 2 Hour online workshops	Discussed, agreed and booked	Group session 1 2 hour online workshop: Social media concepts and branding Engagement Amplification Strategies Mobile marketing	Group session 2 2 hour online workshop: Content marketing Segmentation Print and digital Marketing strategies Marketing plans Retention Acquisition Conversion UX Copywriting	Group session 3 2 hour online workshop: Budgets Trends Budget allocation Managing marketing budgets Emerging technology	Group session 4 2 hour online workshop: Content development Metadata schema Writing styles Non-linear medium	Group session 5 2 hour online workshop: Content development Content editing Accessible content maximising engagement Media assets Archive, conserve, preserve images	Group session 6 2 hour online workshop: Digital analytics Google analytics Tracking vs not tracking	Group session 7 2 hour online workshop: SEO White hat Black hat Keywords Mark-up schema Planning SEO Auditing SEO
Additional Group Sessions(as required) E-portfolio (Learning Assistant0 How to Pass EPA Functional Skills 1:1 Session	Functional skills initial assessments and diagnostic assessments and session planning for support, as appropriate							
Each session to include a feedback section on activities work produced to date and a review of the training plan Face to face to include observations of skills whenever possible	All forward dates of meetings planned, Zoom links issued Discuss Assessment Visit Records (AVR's) and their frequency Demonstrate use of training plan Demonstrate use of Hot Topics and TheLightBulb website First Impressions	SPAG check Identify areas for development from written work produced Training plan review Learning Assistant Training Hot Topic Social media concepts and branding	SPAG check Identify areas for development from written work produced Training plan review Learning Assistant Training Hot Topic Content marketing and segmentation	SPAG check Identify areas for development from written work produced Training plan review Progress Review Hot Topic Budgets and trends	SPAG check Identify areas for development from written work produced Training plan review Hot Topic Content development	SPAG check Identify areas for development from written work produced Training plan review Hot Topic Content development	SPAG check Identify areas for development from written work produced Training plan review Progress Review Analytics	SPAG check Identify areas for development from written work produced Training plan review Hot Topic SEO
EPA planning activities	Understanding EPA process	Understanding EPA process Training Plan Review	Understanding EPA process Training Plan review Building portfolio of evidence on Learning Assistant	Understanding EPA process Training Plan review Building portfolio of evidence on Learning Assistant Progress review	Understanding EPA process Training Plan review Building portfolio of evidence on Learning Assistant	Understanding EPA process Training Plan review Building portfolio of evidence on Learning Assistant Progress review	Understanding EPA process Training Plan review Building portfolio of evidence on Learning Assistant	Understanding EPA process Training Plan review Building portfolio of evidence on Learning Assistant

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Standard Name: Content Creator	Month 8	Month 9	Month 10	Month 11	Month 12	Gateway Period	Month 13
Knowledge & Skills	Industry Awareness	Web Publishing technologies	Campaign scenario	How to pass EPA	Showreel	Regular 1:1 coaching and support to ensure learner is at ease with the process and remains in a state of readiness	Reflection
Behaviours	Practical evidence of: building and maintaining professional networks Maintaining professional competence Following health and safety legislation	Practical evidence of Interpreting client briefs for web content Presenting ideas, pitches and proposals for content Obtaining media assets Write and edit copy to be used online	All	All	All		All
Group Sessions 2 Hour online workshops	Group session 8 2 hour online workshop: Industry awareness Workflow process Legislations Negotiation principles Cultures Commercial pressures Marketing own skills	Group session 9 2 hour online workshop Web publishing technologies CSS HTML Javascript Client/server model FTP protocol UX and UI Web engagement Gamification :	Group session 10 2 hour online workshop: Complete a campaign scenario on a set brief	Group session 11 2 hour online workshop: How to pass EPA. EPA process Pitches Showcase Observation What to prepare	No group session required this month.		
Additional Group Sessions(as required) E-portfolio (Learning Assistant0 How to Pass EPA Functional Skills 1:1 Session	Functional skills initial assessments and diagnostic assessments and session planning for support, as appropriate						
Each session to include a feedback section on activities work produced to date and a review of the training plan Face to face to include observations of skills whenever possible	SPAG check Identify areas for development from written work produced Training plan review Hot Topic Industry awareness	SPAG check Identify areas for development from written work produced Training plan review Progress Review Web publishing technologies	SPAG check Identify areas for development from written work produced Training plan review Hot Topic Campaign scenario	SPAG check Identify areas for development from written work produced Training plan review Hot Topic How to pass EPA	SPAG check Identify areas for development from written work produced Training plan review Progress Review Showreel creation		Exit Review Next steps Information, advice and guidance
EPA planning activities	Understanding EPA process Training Plan review Building portfolio of evidence on Learning Assistant	Understanding EPA process Training Plan review Building portfolio of evidence on Learning Assistant Progress review	Understanding EPA process Training Plan review Building portfolio of evidence on Learning Assistant	Understanding EPA process Training Plan review Portfolio evidence gap analysis completion, submit for IQA	Understanding EPA process Training Plan completion Completion of IQA feedback.		Virtual mock competency interview, professional discussion and questioning