



APPRENTICESHIP

CONTENT CREATOR LEVEL 3

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CONTENT CREATOR COURSE OVERVIEW

Content Creators can be found in both creative and non-creative industries with a broad purpose to develop and create written and visuals content to be used across a variety of platforms and media.



Level 3



Online



15 Months



End Point Assessment

WHAT DOES A CONTENT CREATOR DO?

The occupation of a Content Creator is versatile and spans across various sectors, including both creative and non-creative industries.

Content Creators are responsible for developing engaging written and audiovisual content for businesses across different platforms and media, such as social media, broadcast, and print. They work according to a brief, conducting research and crafting messaging to maximize audience engagement while aligning with the brand's strategy and objectives.

The content they produce is used for media, advertising, documenting, and marketing campaigns, tailored to suit the target audience and purpose. Content Creators collaborate with a wide range of internal and external stakeholders throughout the content creation process, including clients, marketing and digital teams, production teams, contributors, artists, and end users.

Their responsibilities include delivering high-quality content within the given timeframe and budget while adhering to legal and regulatory requirements and considering ethical considerations and organizational policies.

Content Creators stay updated on new technologies, platform developments, and consumer trends.

Job titles include:

- ▶ Content Assistant
- ▶ Content Creator
- ▶ Content Producer
- ▶ Junior Content Producer
- ▶ Multimedia Executive
- ▶ Social media Assistant
- ▶ Social Media Coordinator
- ▶ Social Media Executive

Duties include:

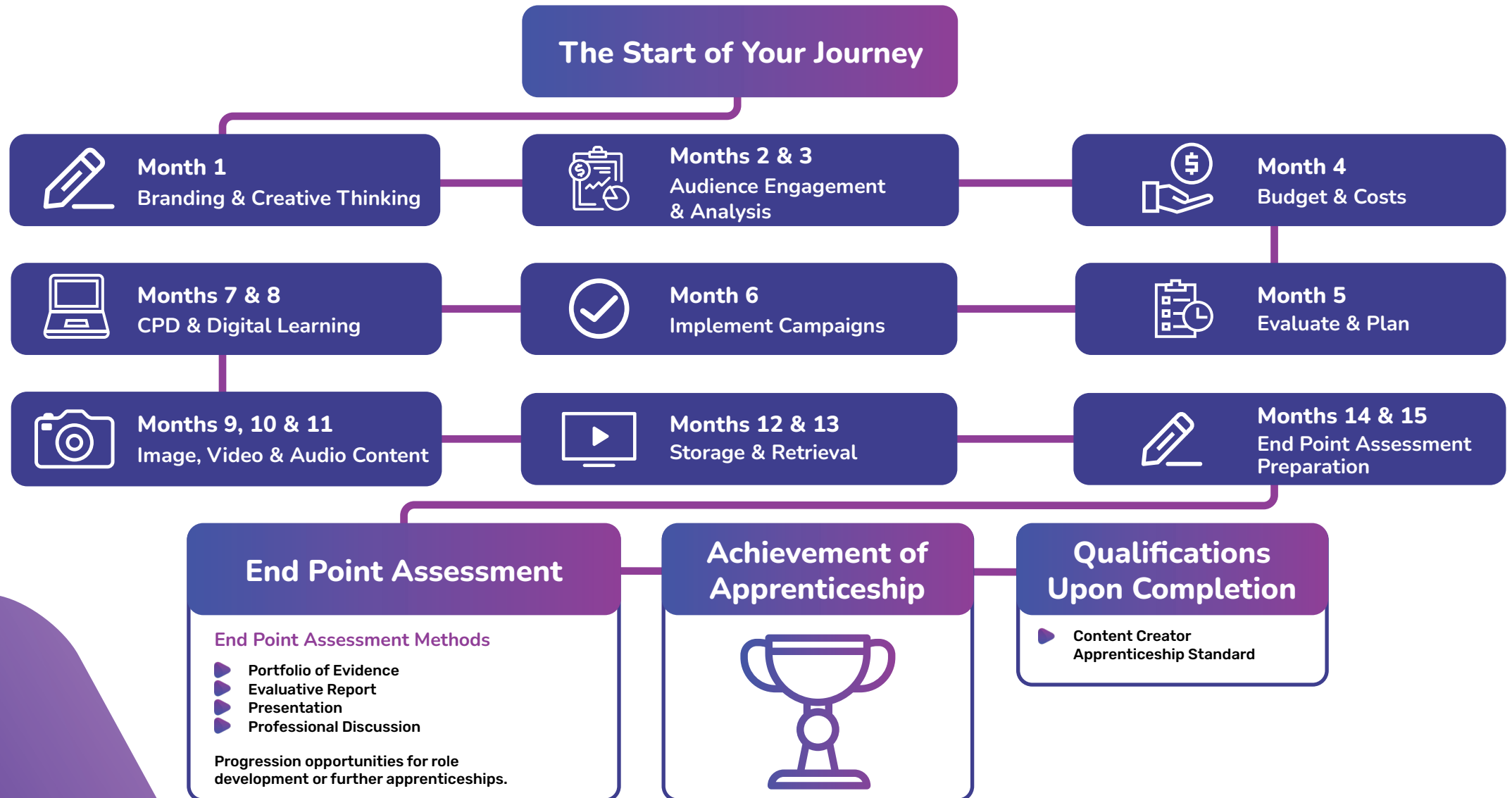
- ▶ Plan & develop creative content in line with the brief & budget/costs.
- ▶ Interpret the strategy and objectives of the brand & align these to the content.
- ▶ Research, prepare & develop the media messaging to maximise audience engagement.
- ▶ Develop & create written content that can be used across a variety of media.
- ▶ Create visual & audio content that can be used across a variety of media.

MODULE BREAKDOWN

MODULE	BENEFIT TO THE LEARNER	BENEFIT TO THE BUSINESS
Creative Thinking, Branding & Interpretation of Objectives	A deep understanding of creativity, branding, and applying thinking skills to interpreting a client brief.	The apprentice will understand the creative thinking process, branding, and how to apply these skills to a creative and marketing brief.
Researching Target Markets & Segmentation	Strong understanding of segmentation and engaging with the target audience and its needs.	Understanding the target market, devising optimal communication, and identifying effective connection strategies.
Working with Content Briefs, Budgets & Deadlines	The ability to think in a strategic and organised method.	A deep awareness of the brief and its content and how to apply these to work with a project's deadlines and budgets.
Customer & Product Lifecycle	The ability to make decisions about the customer journey and use relevant marketing techniques.	Deep understanding of customer behaviour and applying the best content and channels for the business.
Creative Writing Skills	Development of creative skills in writing, typography, and layout.	Elevates business with skilled writing and creative content design, including typography and layout.
Creative Image & Audio Production	Proficient comprehension of skills for crafting images, videos, and audio.	The benefit lies in adeptly crafting captivating visuals and audio designed for the target audience.
Teamwork & Collaborative Skills	Thorough understanding of teams and the benefit of team working and collaborating with others.	Understanding marketing strategies, skilled utilisation of industry tools, and appreciation for organised efficiency.
Marketing Strategies, Industry Tools & Organisation	The ability to be organised, work closely with a strategy and use tools to enable effective design.	Comprehension of marketing strategies, adept industry tool usage, and valuing organised efficiency.
Evaluative Techniques & Analysis	Proficient use of data analysis for enhancing marketing strategy with deep understanding.	Practical grasp of extracting and analysing performance data, using metrics to guide marketing and promotions.
Industry Awareness, Ongoing Professional Development, Legal & Regulatory Awareness	The ability to make effective career and work-based decisions.	The apprentice grasps industry dynamics, values adaptability, and comprehends corporate legal duties.

YOUR APPRENTICESHIP JOURNEY

The Content Creator apprenticeship from Wise Origin College is designed to be completed over a 13-15 month period. The following gives an indicative overview of the themes contained within our programme, including working place assessments, project based activities and the completion of the End Point Assessment with BCS.





Get in touch



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