



WISEORIGIN

APPRENTICESHIP

CONTENT CREATOR LEVEL 3

www.wiseorigin.co.uk

COURSE OVERVIEW

A Level 3 Content Creator course is for individuals starting a career in digital content creation, including social media, blogging, and video production. It's ideal for beginners, career changers, or professionals wanting to enhance their creative and marketing skills.



Level 3



Online



13 Months



End Point Assessment



WHO IS IT FOR?

This program is ideal for aspiring creators, career changers, students, recent graduates, or entrepreneurs looking to gain hands-on experience in digital media. It helps beginners learn essential skills like video production, graphic design, social media management, and SEO, while building a portfolio and transitioning into creative or marketing roles.

Various job types include:

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

Course content:

- ▶ Plan and develop creative content that aligns with the brief.
- ▶ Interpret brand strategy and objectives, ensuring content aligns with the brand's goals.
- ▶ Create versatile written, visual, and audio content suitable for multiple platforms.
- ▶ Collaborate with team members and clients to align content delivery with business objectives.
- ▶ Monitor content performance, recommend improvements, and stay updated on industry trends and technologies.



Qualification upon achievement – Content Creator Level 3 Apprenticeship

HOW WILL THIS BENEFIT YOUR BUSINESS?



ORGANISED CONTENT

Content creators are equipped to structure, store, and maintain high-quality written and audiovisual content efficiently, ensuring it is accessible for use across platforms and campaigns.



STREAMLINE CREATIVE WORKFLOWS

By automating repetitive tasks like content scheduling, editing processes, and performance reporting, content creators save time and focus on producing engaging materials aligned with business goals.



IDENTIFY AUDIENCE GROWTH OPPORTUNITIES

Content creators analyse engagement metrics and audience behavior to uncover trends and insights that inform strategies for expanding reach and driving business growth.



EFFICIENT AND CONFIDENT CREATORS

Mastery of tools like Adobe Creative Suite, Canva, and social media analytics platforms empowers content creators to produce impactful work efficiently, saving time and elevating quality.



STRATEGIC DECISIONS FOR CREATIVE SUCCESS

With a strong understanding of audience data and market trends, content creators make informed decisions, minimizing risks while developing innovative content strategies that support business goals.

HOW WILL THIS BENEFIT STUDENTS ?



ORGANISED CONTENT

Students will learn how to structure, store, and maintain high-quality written and audiovisual content efficiently. This skill ensures their work is easily accessible and ready for use across various platforms and academic or professional projects.



STREAMLINE CREATIVE WORKFLOWS

Students will gain the ability to analyse audience data and market trends, helping them make informed decisions. This minimizes risks while fostering the development of innovative content strategies that can support their academic or career objectives.



IDENTIFY AUDIENCE GROWTH OPPORTUNITIES

Students will develop the skills to analyse engagement metrics and audience behavior, enabling them to uncover trends and insights. These insights will help them design strategies to expand their reach and drive their personal or professional growth.



EFFICIENT AND CONFIDENT CREATORS

By mastering tools like Adobe Creative Suite, Canva, and social media analytics platforms, students will be empowered to create impactful work efficiently, saving time while improving the quality of their projects.



STRATEGIC DECISIONS FOR CREATIVE SUCCESS

Students will learn to automate repetitive tasks such as content scheduling, editing processes, and performance reporting. This will allow them to focus on producing engaging materials that align with their goals, making them more productive and resourceful.