


Ofsted
Outstanding
Provider

**Riverside
College**
Widnes & Runcorn



Level 3 Content Creator

 Apprenticeships

99%
Employer Satisfaction

Level 3

Content Creator Apprenticeship

Summary

This occupation is found in employers across all sectors. It is a role that can be found in both creative and non-creative industries. This can be in any business creating content to engage with its audience.

Employers can vary in size from micro businesses to multinational.. This may include charities, social media employers, digital agencies and broadcasters.

The broad purpose of the occupation is to develop and create written and audio visual content that can be used across a variety of platforms and media. This may include social media, broadcast or in print.

A content creator works to a brief. They research, prepare and develop the messaging to maximise audience engagement. They capture the strategy and objectives of the brand and needs of the customer, client or business.

The content they create can be used as part of media, advertising, documenting and marketing campaigns.

Entry Criteria

We would expect apprentices to have a minimum of 4 GCSEs Grades 9-4 (A-C) including Maths and English

Attendance

Apprentices will attend college one day a fortnight (during term-time only) at our Kingsway College Campus

What will I learn?

The Apprenticeship Standards consists of the Level 3 Content Creator
Including but not limited to:

- The principles and process of setting a budget to produce content.
- Methods used to segment and understand core audiences and how to plan content for these.
- Regulatory and legal requirements when using media assets such as copyright, intellectual property rights, GDPR, web accessibility and non disclosure agreements.
- How to identify the commercial drivers for a client/customer.
- The importance of brand awareness
- Monitor user experience to ensure content is focused on maximising engagement.
- Engage and respond with audiences through social media, adapting content to respond to evolving circumstances.

Duration

18 months + End Point
Assessment

The Apprenticeship Journey

Initial Steps



Make an application

- Via your employer
- Or for a new apprenticeship vacancy

Interview Stage

(N/A for existing employees)

Initial Assessment

Functional Skills (if required)

Your Apprenticeship



Induction (0-3 months)

- Start with employer
- Enrolment / commence college course
- Understand expectations

On Programme (3– 18months)

- Continue attending college
- Work towards knowledge, skills and behaviours (KSBs)
- Develop portfolio of evidence

Gateway (18 months+)

- Achieved level 2 Maths/ English
- Working at or above the occupational standard (KSBs)
- Submit portfolio of evidence

Your End Point Assessment



End Point Assessment (18 months+)

- Graded Distinction, Merit, Pass or Fail

Assessment Type

Project or Campaign Evaluation Report

Professional Discussion underpinned by Portfolio of Evidence

How To Contact Us



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