



# CONTENT CREATOR LEVEL 3

## ABOUT

A Content Creator will build skills and knowledge such as:

- Plan and develop creative content in line with the brief and budget/costs.
- Interpret the strategy and objectives of the brand and align these to the content.
- Research, prepare and develop the media messaging to maximise audience engagement.
- Develop and create written content that can be used across a variety of media.
- Create visual and audio content that can be used across a variety of media.
- Store content securely and methodically to enable efficient access and retrieval.
- Collaborate with colleagues and clients to plan and align content delivery with business objectives.
- Manage content online using appropriate tools and techniques.
- Evaluate the effectiveness of the content produced against the original plan and recommend improvements.
- Undertake continuous professional development to keep up-to-date with trends and technology.

## ENTRY REQUIREMENTS

Where a Content Creator has not already achieved Level 2 English and Maths, they must do so before completing End-Point Assessment.

## TYPICAL JOB ROLES

- Content Assistant
- Content Creator
- Content Producer
- Junior Content Producer
- Multimedia Executive
- Social Media Assistant
- Social Media Co-Ordinator
- Social Media Executive



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**DURATION: 15 MONTHS**

For apprentice to complete.

## EPA REQUIREMENTS

At the end of an apprenticeship, learners are required to carry out End-Point Assessment.

The EPA components for this standard are:

Project or Campaign Evaluation Report • Presentation with Q&A • Professional Discussion Underpinned by a Portfolio of Evidence

## HOW IT WORKS



### 1. SCOPING SESSION

We provide an initial scoping session, which includes everything from mapping the Job Role to the correct Level Apprenticeship, agreeing delivery programmes and helping employers understand the apprenticeship funding process.



### 2. ENROLMENT

We enrol/induct the learners and explain how a bespoke delivery plan, based on the requirements of the business, will work in practical terms.



### 3. DELIVERY

Over the duration of the training we support the learners in the workplace with face to face and remote sessions. We also support the apprentices' mentor and/or line manager's involvement in overseeing the Apprenticeship training.



### 4. ASSESSMENT

We arrange all relevant End-Point Assessment and prepare the learner on what to expect during End-Point Assessment.



### 5. CERTIFICATION

Following the successful completion of the training the learner receives their certification.



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