



A **Content Creator** is responsible for developing and creating content that can be used across a variety of media including digital, social media, broadcast or print across a range of creative and non-creative industries. Our nationwide Content Creator programme focuses on teaching the latest approach in creating **engaging media** ensuring the objectives and needs for any **business' brand** is met.

Programme breakdown

This occupation is found in employers across all sectors and can be in any business creating content to engage with its audience. A content creator works to a brief, they research, prepare and develop the messaging to maximise audience engagement. They also capture the strategy and objectives of the brand needs of the customer, client or business.



Duration: Typically 16 months.



Who is it for?: Learners who want to expand their knowledge of content creation and progress into more senior levels across the industry, including with digital agencies, broadcasters, and publishers.



What is learnt on programme?:



Video Strategy



Branding & Content Creation



Industry Awareness



Typical job roles: Content Assistant, Content Creator, Content Producer, Junior Content Producer, Multimedia Executive, Social Media Assistant, Social Media Co-Ordinator, Social Media Executive.



Certification: Certified by 1st for EPA  **1st for EPA**
End Point Assessment made easy



Qualification & added value: The learner will receive a qualification in the Content Creator Level 3 Apprenticeship standard.

Learner can also receive an Adobe Certified Professional Certificate – either Photoshop or Premiere, Certiport – (Prodigal learning) and G-Metrics – including full online video training*.

*Non Mandatory – Does not include Adobe software subscription'

Induction process

Pre-induction

Before the learner signs up to the programme, they will get invited to a briefing session to make sure it is right for them and then be introduced to our dedicated on-boarding team to ensure eligibility. From here, they will complete their English and Maths initial assessments and a date will be arranged to conduct their sign-up.

Enrolment

During this session the learner's business coach will discuss the apprenticeship and show the learner around OneFile, our modular e-resource platform. They'll discover more about the modules that make up their apprenticeship and complete the enrolment process. Following the session, work will commence on their self-development project alongside completing the first pieces of e-Learning. Functional Skills learning will also be completed at this point if required.



Coaching support

Regular coach visit to

- Give feedback on any self-study the learner has completed.
- Provide one-to-one learning and support. This includes a quarterly progression review with the learner and their line manager.
- Gather evidence for their portfolio.
- Discuss their Maths and English skills.
- Support the learner for their knowledge module exams.

Functional Skills

Functional Skills (FS) support the learners development of practical skills in English and Maths if they have not obtained grade A-C at GCSE level in those subjects.

They will need to sit the functional skills exam if they cannot provide evidence of certificates from their GCSEs. Their coach will provide support throughout their learner journey based on their individual needs.

Additional Learning Support

All learners will take assessment tests through our Candidate Management Onboarding Team so we can identify any additional support methods that will benefit their learning and future career aspirations.

We provide our learners with a tailored learning support plan offering further individual development and growth, supported by their Business coach.

Remote learning

Our learners benefit from always-on access to both our resources and training expertise. We have harnessed the latest technologies to provide a remote learning product that means learners can benefit from all our training and development programmes wherever they are.

Online coaching

We have great coaches with years of experience in delivering the most relevant and useful information to support people to achieve their goals.

Now, through remote access technologies like [Microsoft Teams](#) or [Zoom](#), learners can see, hear and collaborate with our apprenticeship Business Coaches. This gives them direct access to ask questions and receive bespoke support relevant to the stage of their programme. This collaborative and interactive approach adds value to the learning experience and is now offered in a fully online environment.



Learner journey

Learners will be supported monthly by our business coaches. This is alongside quarterly reviews involving the learner's manager & attending 9 days of facilitated training to ensure they are fully equipped to become a Content Creator in a variety of professions.

Milestone 1

Onboarding, induction & start of learning

An individual learning plan is created. Discussion include health & safety, welfare, company aims & professional skills

CPD Log & Initial Content Strategy learning

Portfolio: 5% complete



Milestone 2

Branding Workshop – (3 days)

- ✓ Storytelling for business
- ✓ Building a Content Creation Framework
- ✓ Planning a long-term strategy
- ✓ Generating content ideas

Portfolio: 20% complete



Milestone 3

Creative Content Workshops – (3 days)

- ✓ Quality blog content
- ✓ Repurposing content
- ✓ Extending value & topic clusters
- ✓ Customer Experience (CX)
- ✓ Monitor & evaluate campaigns

Portfolio: 35% complete



Milestone 4

Video Strategy for Marketers (3 days)

- ✓ Create a video marketing strategy
- ✓ Video production
- ✓ Script to screen (Platforms)

Adobe Self-Paced Learning Training – Photoshop / Premiere Pro

Portfolio: 50% complete



Milestone 5

Content Strategy, Research & Development

Learners will create & pitch their content strategy for their business, ensuring select channels, platforms & messaging engages their audience & links to their business

Portfolio: 65% complete



Milestone 6

Content Creation – Copywriting & Video Projects

Learners will create, produce, edit, publish & optimise content for their blogs, social media, email, & video campaigns to engage the audience

Portfolio: 80% complete



Milestone 7

Project / Campaign Evaluation

Learners will reporting on relevant metrics to understand content performance of their blogs, videos, social & email campaigns to understand how they can improve the company's customer experience

Portfolio: 95% complete



Milestone 8

EPA Gateway Preparation

To provide the learner with clarity of the end point assessment process & the expectation including looking into next steps future after EPA

Portfolio: 100% complete



Milestone 9

End Point Assessment

- ✓ Project or Campaign Evaluation
- ✓ Presentation / Pitch new piece of content & Q&A
- ✓ Professional Discussion

Outcome: Learner meets business coach to explore next steps in their career



Programme assessment

End point assessment (EPA)

The final stage of the learner's learning journey is the EPA which will be carried out by an independent assessor. The EPA is broken down into three stages.

EPA preparation

The learner will have an EPA preparation session which will help them get ready for the exam, Project Showcase and a session preparing for the interview.

Gateway

Gateway is a meeting that takes place towards the end of the programme, between the learner, their line manager and their coach, to discuss their progress and decide whether they fully meet the requirements of the apprenticeship standard.

Project Evaluation, Presentation, Q&A and Professional Discussion

- **Project Evaluation:** The project or campaign evaluation report requires the apprentice to produce an evaluative report based on a project or campaign that the apprentice has contributed to, and developed content for, in the last 6 months leading to gateway.

The project or campaign will have met the needs of the employer's business and be relevant to the apprentice's occupation and apprenticeship.

- **Presentation and Q&A:** The apprentice will present their additional/new created content to the independent assessor. The independent assessor will ask questions following the presentation.
- **Professional Discussion:** A structured discussion between the learner and the independent assessor.

After this stage, the learner will receive a final grade of either a pass, merit or distinction.



Our programmes

Digital

Information Communications Technician	Data Readiness	Data Analyst
Business Analyst	Software Developer	Network Engineer
Multi-Channel Marketer	Content Creator	Marketing Executive

About us

Just IT is about making careers happen. As a national multi award-winning company operating for over 20 years, we support learners through our unique offering of Apprenticeships, Recruitment and Training services.

Having been acquired by The B2W Group in 2022, the leading national adult learning and pre-employment training provider, we are now a group with social impact at its heart, enabling us to reach more learners, and improve communities by putting people at the heart of everything we do.

Our unique offering allows us to support long term career development and relationships with learners and clients alike to create sustainable improvements in answering the digital skills gap. As a group we are now supporting the training and development of over 12,000 people per year.

Our focus on service means we have a 91% employer satisfaction rating and 90% rate us good/excellent.

