

# Junior Content Producer

**Level:** 3

**Typical Duration:** 12 months

**Possible Job Role:** Junior Content Producer, Creative Content Assistant, Social Media Assistant

## Course Overview

A Junior Content Producer Apprentice is responsible for developing and creating content that can be used across a variety of media including digital, social media, broadcast or in print, working to a customer/client brief. This apprenticeship develops skills such as preparation and development of media messaging in order to maximise audience engagement, capturing the strategy and objectives of the brand, organisation, time management, and written English. It enables the development of interaction with different audiences and varying customer approaches. An enthusiasm for technology and creating great online experiences is a must.

The content they create can be used as part of media, advertising and marketing campaigns. Junior Content Producer Apprentices collaborate with designers and developers, using authoring languages to create content for the World Wide Web, which may include video, images, text or copy and web pages and social media content.

This is generally an office based role; a Junior Content Producer Apprentice can work in advertising, marketing or digital agencies, or in interactive roles for broadcasters.

## Qualification Achieved

On completion of this apprenticeship, you will hold a Junior Content Producer Level 3 Apprenticeship.

Other qualifications achieved include:

- Level 2 Functional Skills Mathematics
- Level 2 Functional Skills English

## Progression

The role may act as a gateway to further career and training opportunities, including, but not limited to:

- Level 4 Marketing Executive
- Content Producer
- Marketing Assistant

## Learning & Assessment

Apprentices will be assigned a dedicated tutor. The tutor will visit monthly in the workplace, as well as being on hand to support throughout the duration of the apprenticeship programme. The frequency of these sessions may be more, depending on the needs of the apprentice.

## End Point Assessment

Each Apprentice must undergo an independent end-point assessment to determine the outcome of their apprenticeship. The assessments will assess the knowledge, skills and behaviours gained during their programme. The methods in which this apprenticeship are assessed are:

- A Workplace Observation
- A Set Brief Test
- A Professional Discussion

## Entry Requirements

Individual employers may set their own criteria for this apprenticeship.

## Hire an Apprentice

We can work with you to source a suitable applicant for your organisation or you can up-skill your existing employees. If the employee is under 19 and your business has fewer than 50 employees, there will be no cost for the training. If they are over 19 and/or your business has over 50 employees then you will contribute 5% towards the cost of the training. For any businesses paying into the levy, all training costs will be covered.

## Recruitment

With our Talent Match recruitment service, Talent Bank, we will advertise your vacancy, screen applicants and pre-interview potential prospects in order to ensure you only interview the most appropriate candidates for your vacancy – all free of charge.

## E-Portfolio

We offer a dedicated virtual learning platform which allows learners to keep on track of their course. In addition to this, it allows our tutors and employers to keep up-to-date with the progression of learners.

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