

OVERVIEW

The Level 3 Content Creator apprenticeship equips learners with the creative and technical skills needed to design and deliver engaging content across digital platforms. It helps individuals bring brand stories to life while giving employers a confident content specialist who can strengthen brand identity and drive audience engagement.

The programme covers branding, creative thinking, research, marketing, budgeting, social media strategy and copywriting. Learners gain hands-on experience producing content for a variety of channels and develop the ability to align creative work with business goals. Training blends workplace projects with structured tutorials to ensure practical application.

Key Features

- Builds creative and technical content production skills
- Develops research, planning and marketing knowledge
- Strengthens copywriting and communication skills
- Provides experience in managing social media strategy and campaigns

Module	Months	Topic
1	1-2	Learning Launch and Branding and Brand Awareness
2	2-4	Development of Creative Thinking Skills
3	4-6	Researching Target Audience and Competitors
4	6-8	Working with Marketing Briefs and Budgeting
5	8-10	Customer Life-cycle and Social Media Strategy
6	10-12	Developing Writing Skills for Marketing and Promotion



ABOUT THE APPRENTICESHIP

What you will learn

- Setting budgets and planning content using audience insight and data.
- Understanding audiences, segmenting groups, and tailoring content accordingly.
- Using data to choose channels, formats, platforms, and inform decisions.
- Following production workflows, legal requirements, and data protection duties.
- Applying brand guidelines, tone of voice, and marketing strategy principles.
- Creating multi-channel content and adapting writing styles for each platform.
- Using correct grammar, persuasive copy techniques, and inclusive language.
- Capturing, sourcing, editing, and organising content effectively and securely.
- Optimising web content, mapping user journeys, and planning delivery schedules.
- Engaging audiences, managing issues, evaluating campaigns, and using insights.
- Keeping up to date with tools, trends, organisational culture, and marketing own skills.

Additional qualifications included

- Level 2 Maths and English if you do not already hold them.

How you will learn

A mixture of bi-weekly online sessions and face-to-face visits where required. You will have a dedicated tutor who is there to guide you through your training programme. As well as your tutor, you will have access to learning and support materials online to support you with your allocated off-the-job training each week.

Learner Journey

Once learners have completed their training and reached Gateway they move on to the End-Point Assessment which takes place over a three-month period. This includes a workplace observation, a portfolio of evidence and a professional discussion. Learners who successfully complete the programme will achieve the Level 3 Content Creator apprenticeship standard, a nationally recognised qualification.

End-Point-Assessment (EPA) – 3 Months Period

- Presentation with questions (30 minutes)
- Portfolio of evidence
- Professional Discussion (60 minutes)

Off-The-Job Training

Off-the-job is where you will need to log evidence of learning activities that fall outside of your normal working environment but is still classed as learning towards your apprenticeship. The number of hours you need to log throughout your apprenticeship will be discussed at enrolment.



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HOW LEARNERS ARE SUPPORTED

