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CONTENT CREATOR

Apprenticeship

Level 3

Nationwide

12 Month Course

Fully funded for eligible learners

- 18+ Years of age
- UK resident for the last 3 years
- Not enrolled in another government funded course

HOW IT WORKS

In a 12-month programme, learners gain skills, knowledge and behaviours for the End Point Assessment.

It includes classroom sessions, mentoring, off-site visits and 20% off-the-job training. At the Gateway stage, progress is reviewed for the on-programme assessment.

The End Point Assessment evaluates proficiency through tests, interviews, portfolio assessment and professional discussion.

Curriculum

1. Identify commercial drivers for clients
2. The significance of brand awareness
3. Writing styles based on campaign type
4. Tone of voice
5. Grammar, punctuation and spelling
6. Writing persuasive copy
7. Interpret client/customer brief objectives
8. Generating ideas and concepts
9. Source media assets for content creation.



Learners will obtain a Level 3 Qualification in Content Creation



Learners yet to pass Maths or English will obtain a Level 2 qualification



Training is carefully tailored to meet specific business needs



A blend of weekly online classes and quarterly face-to-face visits

Social Media

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