

COURSE OVERVIEW

Content Creator (Level 3)

Over **15-18 months**, the total cost of this apprenticeship programme is **£10,000**, or for non-levy payers, this is a maximum fee of 5% of the cost of training (**£500**) spread over the course duration.

- ▶ Plans and develops creative content in line with the brief and budget/costs
- ▶ Interprets the strategy and objectives of the brand and align these to the content
- ▶ Research, prepare and develops the media messaging to maximise audience engagement
- ▶ Collaborates with colleagues and clients to plan and align content delivery with objectives
- ▶ Manages content online using appropriate tools and techniques
- ▶ Evaluates the effectiveness of the content produced and recommend improvements
- ▶ Delivers a great customer experience

Entry Requirements:

Individual employers will set the entry criteria. This includes whether they will be required to achieve Level 2 English and Maths, prior to taking the end-point assessment.

This course is delivered through blended learning approaches to include classroom, virtual classroom, online technical training and through regular workplace projects and observations.

Structured group training usually takes place bi-weekly with a **1:1 coaching** session every **4-6 weeks**, unless an alternative approach and schedule is agreed with the employer.

Click [here](#) to see the corresponding Skills England page for this apprenticeship course.