



WHY IT WORKS FOR YOUR BUSINESS



RECRUIT NEW TALENT
Bring in a new content creator and grow your own skilled resource from day one.



FUNDED TRAINING
Training funded through the apprenticeship levy or government co investment.



UPSKILL EXISTING STAFF
Formalise and sharpen the skills of a team member already producing your content.



REAL OUTPUT FROM MONTH ONE
Every module applies to live workplace content, delivering value throughout.

APPRENTICESHIP FOR EMPLOYERS

CONTENT CREATOR LEVEL 3 APPRENTICESHIP

Bring in a new content creator or upskill a member of your team. A practical, workplace based apprenticeship that builds the digital content skills your business needs.

LEVEL

Level 3

DURATION

**15 months plus
3 months EPA**

ROUTE

**Creative and
Design**

OFF THE JOB

**Min 6 hours a
week**

STUDY MODE

**Remote &
face to face**

EPA

**BCS: Awarding
Body**

WHAT YOUR APPRENTICE WILL DO FOR YOU

PLAN AND PRODUCE CONTENT

Written, visual and audio content built around your brief, brand and budget.

GROW YOUR AUDIENCE

Content mapped to the right platforms and channels to lift reach and engagement.

RUN AND MEASURE CAMPAIGNS

Campaign planning with clear, measurable outcomes and data led evaluation.

PUBLISH SAFELY AND LEGALLY

Copyright, data protection, accessibility and brand compliance handled.

MANAGE YOUR CONTENT LIBRARY

Organised, searchable content using industry standard tools and a CMS.

KEEP YOU CURRENT

New tools, formats and trends brought into your business as they emerge.

COURSE CONTENT

FIFTEEN APPLIED MODULES

Fifteen taught modules, each applied directly to your own content and results. The programme moves from the role, the business and the law, through audiences, briefs, written and audio visual content, platforms, campaigns and personal brand, to a final showcase.

01

WELCOME TO CONTENT CREATION

The Role, The Business Context and The Production Workflow

02

PLAYING BY THE RULES

Law, Copyright, Data Protection and Compliance

03

KNOW YOUR AUDIENCE

Audience Data, Segmentation and Analytics

04

CRACKING THE BRIEF

Commercial Drivers, Brand and Brand Guidelines

05

THE POWER OF WORDS

Copywriting and Written Content that Persuades

06

LIGHTS, CAMERA, CREATE

Visual and Audio Content Production

07

BEHIND THE SCENES

Content Management, CMS and Search Optimisation

08

RIGHT CONTENT, RIGHT PLACE

Choosing the Right Platforms and Channels

09

MAPPING THE JOURNEY

User Experience and Audience Engagement

10

CAMPAIGNS THAT COUNT

Planning and Measuring Campaign Success

11

PITCH PERFECT

Mood Boards, Storyboards and Scripts

12

BETTER TOGETHER

Collaboration and Professional Relationships

13

COMMUNITY AND SOCIAL

Engaging Audiences and building your Personal Brand

14

STAYING AHEAD

CPD, Trends and Project Kick-off

15

YOUR CONTENT CREATOR SHOWCASE

Consolidation, Evaluation and Pitch Craft

HOW IT IS DELIVERED

Delivered remotely and face to face and grounded in your workplace. A minimum of six hours per week of off the job training, 365 planned hours across the programme. Progress reviews every 8 to 12 weeks.

ENTRY REQUIREMENTS

Suited to new recruits and existing staff in a content role. Apprentices work towards English and maths qualifications (Functional Skills Level 2 or GCSE grade 4 and above) in line with the funding rules.

END POINT ASSESSMENT

Assessed by BCS in two parts. A project or campaign evaluation report of around 1,500 words with a presentation of new content and questions, plus a professional discussion underpinned by a portfolio. Graded fail, pass, merit or distinction.

ROLES AND PROGRESSION

Prepares your apprentice for roles such as Content Assistant, Content Creator, Content Producer, Social Media Executive and Multimedia Executive. Typical progression: Marketing Executive and Creative Lead.

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