Dear,

Re: Information, advice and guidance related to Apprenticeships

Following our recent discussion, during which we explored apprenticeship opportunities, I have distilled the key points from our conversation.

Your expressed interest lies in the apprenticeship program for Content Creator Level 3, offered by Alphabet Training Group, which you have identified as your preferred training provider. This type of apprenticeship entails a combination of employment and a structured training curriculum.

Specifically, the Content Creator apprenticeship is a 15-month programme (followed by an End-Point Assessment period of typically three months) and encompasses the development of Knowledge, Skills, and Behaviours. The knowledge-focused aspect of the program includes comprehensive coverage of the following modules:

Module 1 – Welcome to Content Creation: The Role, the Business & the Workflow
Module 2 – Playing by the Rules: Law, Copyright, Data & Compliance
Module 3 – Know Your Audience: Data & Segmentation
Module 4 – Cracking the Brief: Commercial Drivers & Brand
Module 5 – The Power of Words: Copywriting & Written Content
Module 6 – Lights, Camera, Create: Visual & Audio Content
Module 7 – Behind the Scenes: Content Management, CMS & SEO
Module 8 – Right Content, Right Place: Platforms & Channels
Module 9 – Mapping the Journey: User Experience & Engagement
Module 10 – Campaigns That Count: Planning & Measuring Success
Module 11 – Pitch Perfect: Mood Boards, Storyboards & Scripts
Module 12 – Better Together: Collaboration & Professional Relationships
Module 13 – Community & Social: Engaging Audiences & Your Personal Brand
Module 14 – Staying Ahead: CPD, Trends & Project Kick-off
Module 15 – Your Content Creator Showcase: Consolidation, Evaluation & Pitch Craft

As an apprentice you will be required to attend regular workshops and undertake any work or tasks allocated, this could include:

- Completing workbooks and set assignments
- Participating in professional discussions and reflections
- Undertaking research tasks and keeping a learning journal
- Demonstrating your skills in the workplace through practical tasks
- Attending progress reviews with your tutor and employer to track your development
- Preparing for and completing your End-Point Assessment (EPA)

In addition, you will be required to compile a **portfolio of evidence**, with the support of Alphabet Training. Apprentices can only progress to the Gateway stage and attempt the separate, mandatory End-Point Assessment once all on-programme learning, the portfolio and the **English and maths qualifications required by the apprenticeship funding rules** have been fully completed and achieved.

Your apprenticeship will therefore combine practical on-the-job training with structured off-the-job learning, giving you the opportunity to apply new knowledge and skills directly in the workplace.

Once you have successfully completed all your learning and development activities, you will progress to the **Gateway stage**. At this point, your employer and tutor will confirm that you have met all the required elements of the

apprenticeship. This will be conducted by an independent End-Point Assessment Organisation, BCS, The Chartered Institute for IT.

End point assessment:

You will need to demonstrate competency against Pass/Distinction criteria for each assessment method (with an overall apprenticeship grade of Pass, Merit or Distinction) through:

1. A **project or campaign evaluation report, with a presentation of additional/new content**, followed by questions from an independent assessor
2. A **professional discussion**, underpinned by your portfolio of evidence, where you will reflect on your knowledge, skills, and behaviours with an assessor.

Prior to the start of the apprenticeship, you as the apprentice will undertake initial assessments to identify your starting point, they will include:

- A vocational skill scan related to the apprenticeship standards. This will help to identify any skills or knowledge that you already have and indicate a starting point. An Initial assessment for Maths and English.
- Cognassist – to identify additional learning support if required.

The minimum requirement for **off-the-job training is 365 hours** across your apprenticeship. This equates to approximately **6 hours per week** if you are working more than 30 hours per week. All off-the-job apprenticeship activities will take place during your normal working hours, and you will be expected to maintain a log of these activities for audit purposes. The actual number of hours may be slightly higher depending on the specific activities planned throughout your programme. Please note, you are not required to make any financial contribution towards your apprenticeship.

As an employee, your employer will need to agree an Apprenticeship Agreement with you, and we will complete a training plan (your individual learning plan) which you the employer and ATG must agree and sign. This includes all the learning that you will go through and the support you will receive from ATG. We will also include what off the job activities you will undertake and how ATG will support you.

You will be on their payroll and supported for the duration of your apprenticeship. The employer will also allow for on the job learning which was also explained. There is no financial contribution from you. The duration of the apprenticeship programme will vary depending on how many hours worked and the minimum time required to complete.

We also require your permission to access your personal learning records, allowing us to gain insights into your educational qualifications and progress.

Please confirm you have read and understood all the above information and confirm giving us permission to access your personal learning records.

If you have any questions, please do not hesitate to call me.

Yours sincerely



Moosa Chohan