Content Creator Level 3

LEARNER JOURNEY – August 2025

LEARNING CURVE GROUP

Month 1
This month focuses on:
- Social Media Marketing including finding information and LinkedIn.

Month 2
This month focuses on:
- Understanding stakeholders and competitors.

Month 3
This month focuses on:
- Regulatory and legal requirements.

Month 4
This month focuses on:
- Communicating with and understanding target audiences.

Month 5
This month focuses on:
- Understanding the brand and brand image.

Month 6
This month focuses on:
- Understanding the customer journey
- The content creation workflow.

Month 7
This month focuses on:
- Scheduling, planning and budgets.

Month 8
This month focuses on:
- Understanding content format
- Format types and alternative software.

Month 9
This month focuses on:
- Understanding web technologies.

Month 10
This month focuses on:
- How to analyse data.

Month 11
This month focuses on:
- The creative brief.

Month 12
This month focuses on:
- Preparation for End Point Assessment.