

# CONTENT CREATOR

This training programme has been designed for those working in the data, digital and IT sector. Individuals develop and create written and audio-visual content that can be used across a variety of platforms and media. This may include social media, broadcast or in print. A Content Creator works to a brief typically researching, preparing and developing messages to maximise audience engagement. They capture the strategy and objectives of the brand and needs of the customer, client or business.

## Is this training programme for your business?

This programme is ideal for new and talented employees who want to learn and progress, or for your existing employees who are looking to retrain or upskill. It is ideal for those looking to develop their skills within the industry.

## The programme in brief

- Level 3
- Duration - 12 months
- Blended approach to delivery which could include webinars, face-to-face, Skype, telephone and online learning
- Development of the learner's knowledge, skills and behaviour relevant to the job role
- Learners aged 16–18 must achieve maths and English at Level 1 or 2, depending on the standard, unless exempt
- Adults can complete Functional Skills alongside their apprenticeship, as individually agreed on a case-by-case basis
- End-Point Assessment



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## The learner journey

**1. 12 months on-programme** – This is when the individual will learn the skills, knowledge and behaviours which will support them for their End-Point Assessment. The learner could partake in a combination of activities, such as classroom-based sessions, mentoring, shadowing, bespoke resources and off-site visits in order to support their learning and development.

From 1 August 2025, apprentices must complete at least 187 hours of off-the-job (OTJ) training over a minimum of 8 months, with some standards requiring more for those without prior learning. Learn more about [OTJ training hours](#).

**2. Gateway** – After the 12 months teaching and learning, you, your training provider and the learner will review the learners journey and decide whether it is the right time for the on-programme assessment.

**3. End-Point Assessment** – This is when your learner will need to demonstrate they have learnt the required knowledge, skills and behaviours, through an on demand knowledge test, a professional discussion, practical observation and business project.

## How your employees will learn

Support is available to help your employees get the most from their training programme. Therefore we will provide them with the support and guidance they need through a mixture of face-to-face and online learning. Learners will have a dedicated Vocational Skills Coach who is there to guide them through their training programme. As well as their Vocational Skills Coach, learners have unlimited access to learning and support materials online. All of this will help the learners to meet the standards set, resulting in them becoming competent and fully qualified.

The learners End-Point Assessment will be facilitated through an approved Assessment Organisation registered on the Register of Apprentice Assessment Organisations.

Take a look at our full [Apprenticeship Offer](#)



## What your employees will learn

### Knowledge:

Setting a budget to produce content; methods used to segment audiences; data and its use; production workflow; regulatory and legal requirements; personal and employer responsibilities; commercial drivers; brand principles and guidelines; content creation; tone of voice; audiences behaviours; channels and platforms; different styles of writing; visuals and audio; source, adapt and edit content; label content effectively; web page publishing; communication styles; content delivery; creating an effective campaign; user journeys; engaging with audiences; evaluating a campaign; content tools and platforms; trends; marketing own skills and services; culture of the organisation; how regulation and funding affects creative media activities.

### Skills:

Interpret the aims of the brief; research ideas and concepts; evaluate brand requirements; mood boards or other visual aids; present ideas, pitches and proposals; storyboard and outline script; interpret data; accessible written content; best practice and inclusive language; write and edit copy; capture visuals and audio; prepare media assets; industry standard tools; recommend platforms or channels; effective working relationships; engage and respond with audiences through social media; monitor user experience; analyse different audiences; evaluate success of content and identify areas for improvement; continuing professional development planning; operate effectively within the production workflow to meet timelines.

### Behaviours:

Committed to producing high quality creative content; team-focussed and works effectively with colleagues; builds and maintains positive relationships with customers; takes ownership of work and strives to achieve quality content; acts in a professional and ethical manner; equality, diversity and inclusion; committed to keeping up to date with new technologies and industry best practice; reflects on the results of the content created and identifies areas for improvement.

For more information visit: [Skills England](#)

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