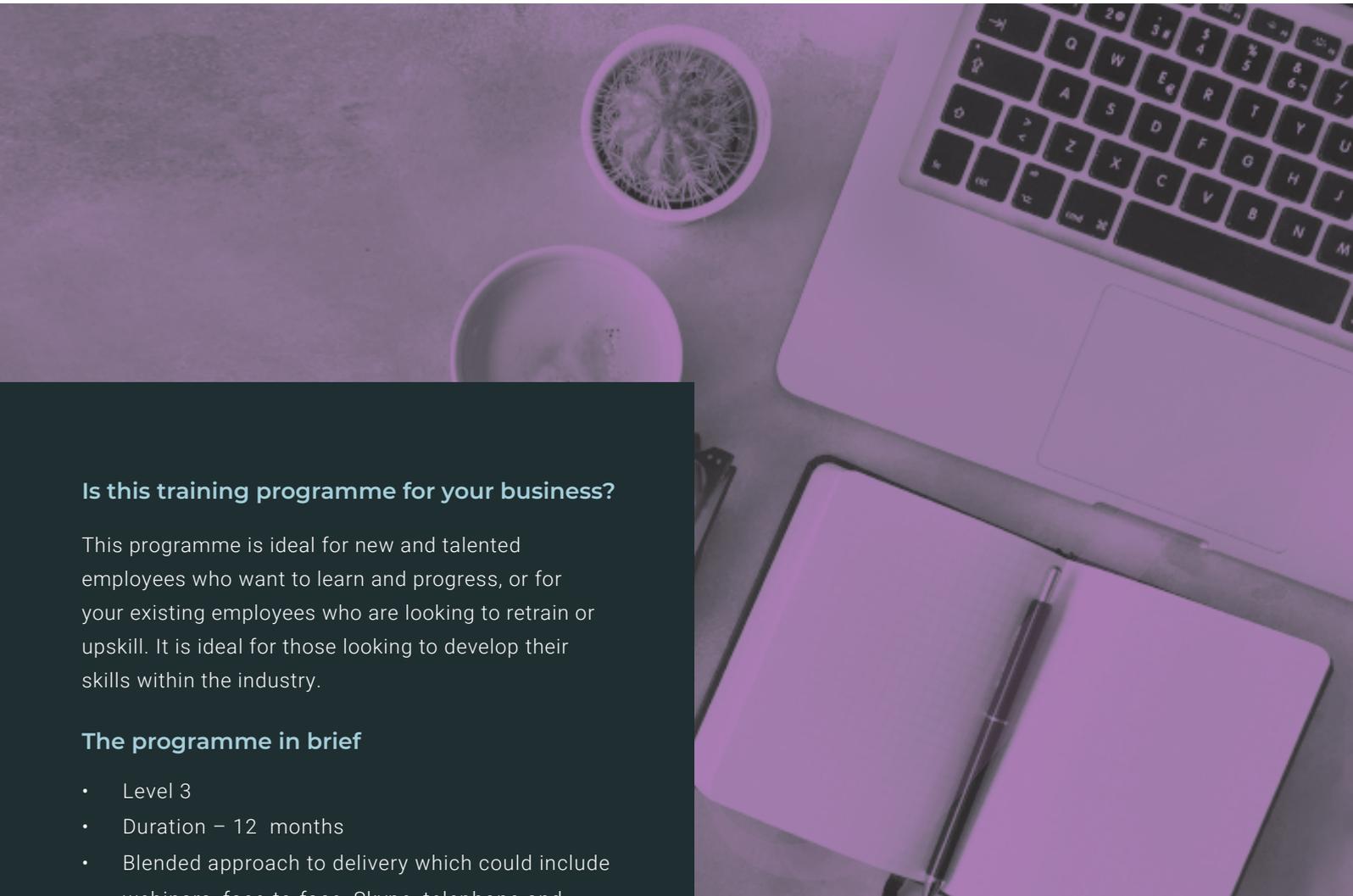


# JUNIOR CONTENT PRODUCER

A Junior Content Producer (also referred to as a Creative Content Assistant) is responsible for developing and creating content that can be used across a variety of media including digital, social media, broadcast or in print. Working to the customer/client brief, they research, prepare and develop the media messaging to maximise audience engagement, capturing the strategy and objectives of the brand and needs of the customer they are representing.



## 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 behaviours relevant to the job role
- Completion of required Vendor certifications
- Level 2 Functional Skills where appropriate
- End-Point Assessment

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## The learner journey

**1. 12 - 18 months on-programme** – This is when you will learn the skills, knowledge and behaviours which will then support you in the End-Point Assessment. You could partake in a combination of activities, such as classroom-based sessions, mentoring, shadowing, bespoke resources and off-site visits, in order to support your learning and development. You must also partake in 20% off-job training.

**2. Gateway** – After the 12 - 18 months teaching and learning, you, your training provider will review your learning journey and decide whether it is the right time for the on-programme assessment.

**3. End-Point Assessment** – This is when you will need to demonstrate you have learnt the required knowledge, skills and behaviours, through a scenario-based knowledge test and a discussion based on an evidence-based portfolio.

## What does this mean for the employer?

By enhancing the knowledge, skills and behaviours of your employees, this will, in turn, have a positive impact on your strategic business objectives. The affordability of the programme often results in a greater return of investment than other alternative training, such as graduate programmes.

## What your employees will learn

### Knowledge:

Being able to write content for the correct audience and how it's important to follow a brief to ensure that the brand is represented correctly across all platforms, work within a budget and ensure it fits with the brands marketing strategy.

### Skills:

Content planning and being able to respond to a brief, research ideas and be able to understand which media is appropriate for the clients' needs, present and propose ideas in an effectively manner, obtain media assets for use within creation, understand the user experience to ensure content is focused on maximising engagement.

### Behaviours:

A passion for creating content for creative and digital media, an ability to work effectively both individually and collaboratively as part of a team, the ability to build and maintain positive relationships with customers. A strong work ethic and commitment in order to meet the standards required, be able to recognise and comply with equality and diversity in the workplace.

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