



# Junior Content Producer L3 Apprenticeship Standard



The Junior Content Producer, (also referred to as a Creative Content Assistant) is specialised for individuals involved with content management, where they will be responsible for developing and creating content that can be used across a variety of media including digital, social media, broadcast or in print.

#### Role Requirements

The learner must have the knowledge to be able to carry out (as a minimum) the list below:

- Analyse the differences between media campaigns aimed at retention, acquisition and conversion of customers for clients
- Identify & recommend the appropriate platform/s or channel/s to use for the media campaign
- Present ideas, pitches and proposals for creative content to be further developed
- Ensure that the content being developed is organised, structured and labelled effectively and in a logical manner that allows for efficient search and retrieval
- Develop and maintain effective working relationships with clients, colleagues and suppliers
- Understand the user experience to ensure content is focused on maximising engagement
- Capture images and audio using basic video, still cameras and audio equipment
- Use lessons learned to evaluate the success of the campaign and identify areas for improvement for future campaigns
- Develop and maintain own competence and knowledge in specialist areas

#### Employer Commitment

While direct experience of project management is not required, an employer must be prepared to provide the learner with the opportunity to carry out work and be part of projects which will enable the learner to produce substantial evidence towards their qualification. In order to ensure the successful progression of the learner we request that employers participate in joint reviews of the learner's progress at regular intervals throughout the apprenticeship and have some involvement with the project(s) being undertaken. This ensures continued and positive progress through the apprenticeship. It will also provide the opportunity to discuss and agree how any issues are to be resolved and how additional stretching and challenging activities can be built in.

## Requirements

### Knowledge, Skills and Behaviours

Following are examples of what the Level 3 Junior Content Producer includes.

#### Knowledge

- Understand the content planning
- Understand where content creation fits within a marketing strategy
- Knowledge of different styles of writing that can be used
- The regulatory and legal requirements when using media assets
- Basic understanding of various media channels
- Understanding of how to write copy that persuades

#### Skills

- Effective interpretation of client briefs
- Present ideas, pitches and proposals
- Ensure content is accessible to all end users
- Operate effectively within the production workflow
- Write and edit copy for use in print and online
- Use basic video, still cameras and audio equipment
- Use standard industry packages to edit and post product content Prepare and manage media assets

#### Behaviours

- Passion for creating content for creative and digital media
- An ability to work effectively both individually and collaboratively
- The ability to build and maintain positive relationships with customers
- A strong work ethic and commitment
- Recognition and compliance with equality and diversity

### End Point Assessment

To successfully complete the apprenticeship, the learner needs to pass an independent End Point Assessment which has several stages:

- Observation – this will be an observation carried out by the external assessor, in the learner's workplace to assess their knowledge, skills and behaviours.
- Set Brief – undertaken within a controlled environment (away from the day to day workplace), where they will be provided a client brief to prepare a presentation on.
- Learner interview – this is carried out via a face to face or skype call with an assessor from the end point assessment organisation, where questioning will be carried out around the learnings of the apprenticeship.

The assessor from the end point assessment body will then decide whether to award successful apprentices with a pass or distinction.

#### Duration:

Typically 16 months. Please note the last 3 months of the apprenticeship is allocated for the end point assessment.

#### Entry requirements:

Individual employers will set their own entry requirements

#### Qualifications:

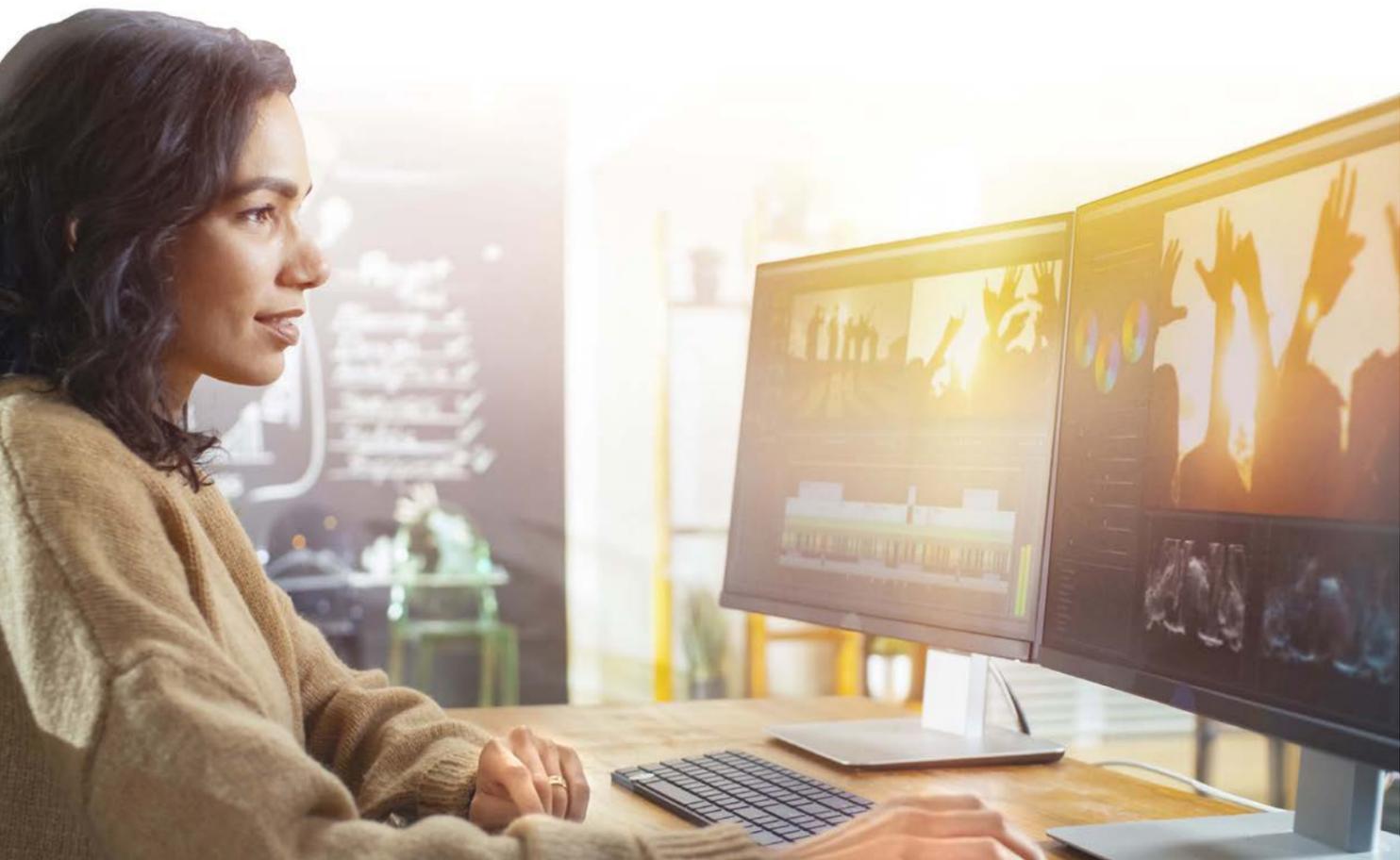
Either before or during the apprenticeship, apprentices will be required to achieve level 2 qualifications in English and mathematics prior to taking the end point assessment

#### Level:

Level 3

## Modules

MODULE ONE	MODULE TWO
<b>Content Planning</b> <ul style="list-style-type: none"><li>• Interpret the objectives of the client's/ customer's brief</li><li>• Research ideas and concepts to meet the brief</li><li>• Analyse the differences between media campaigns aimed at retention, acquisition and conversion of customers for clients</li></ul>	<b>Content Development</b> <ul style="list-style-type: none"><li>• The different styles of writing that can be used according to the type of campaign</li><li>• How to establish the appropriate tone of voice for the campaign</li><li>• How to write text for a non-linear medium</li></ul>
MODULE THREE	MODULE FOUR
<b>Content Creation and Evaluation</b> <ul style="list-style-type: none"><li>• Write and edit copy for use in print and online</li><li>• Capture images and audio using basic video, still cameras and audio equipment</li><li>• Use industry standard packages to edit and post produce content</li></ul>	<b>Industry Awareness</b> <ul style="list-style-type: none"><li>• Develop, maintain and use professional networks</li><li>• Develop and maintain own competence and knowledge in specialist areas</li><li>• Follow health and safety procedures in the workplace</li></ul>



# Junior Content Producer Apprenticeship Assessment Process

## Learning and Continual On programme Assessment

Continual assessment – delivered during workplace ‘on the job’ training by the employer with optional support from a training provider or within a further education college, typically over a 12-18 month period. Regular reviews are encouraged to track progress; this could include quarterly development reviews. Apprentices must keep a training log of evidence and reflective account including samples of work produced to refer to at the Professional Discussion part of the End Point Assessment. This is recommended rather than mandatory, and employers may choose to use different on-programme methods of assessment. If the apprentice has not already achieved English and Maths at Level 2, prior to starting the apprenticeship, they will also undertake this as part of the apprenticeship.

Theory and practical skills will be reviewed via demonstration of content creation skills

Knowledge and Learning outcomes reviewed by observation in the workplace and questioning

Employer and training provider review progress to assessment gateway

**Apprentice** – Carries out work as instructed by their employer or trainer gathering specific evidence for their training log to form the portfolio of work based projects. Completes core skills and knowledge as specified in the Standard and supporting optional qualification units (if employer requirement).

**Line manager/Mentor/Supervisor** - Directs and instructs the apprentice to carry out work processes and produce outcomes that confirm the apprentice is ready for the End Point Assessment. A mentor for the apprentice is not a mandatory requirement of the apprenticeship delivery, but they may be provided in a larger organisation.

**Training Provider** – Will engage with employers to deliver the vocational qualification or on-programme training. They can assist the employer to navigate the delivery of the qualification.

## Assessment Gateway

The employer and training provider will review the work the apprentice has done on programme to decide if the apprentice is ready to progress to the End Point Assessment

The employer will decide if the apprentice should sit the end point assessment

Apprentices without level 2 English and maths will need to achieve this level prior to taking the end point assessment

Successful achievement of the on programme phase

## Formal End Point Assessment components

**Workplace observation 25%**  
Assessed by the End Point Assessment Organisation (EPAO) Assessor

**Set test 30%**  
The apprentice will be given a creative brief and then a set time to prepare a pitch before presenting their ideas to the EPAO Assessor

**Professional discussion with assessor 45%**  
There will be a professional discussion with the EPAO assessor and the apprentice can refer to their training log of evidence

**Assessment organisation** – Carries out the End Point Assessment: workplace observation, administers the set test brief, and the professional discussion. The assessment organisation makes the final decision on whether the apprentice has passed the end point assessment or not. The assessment organisation will be on the SFA Register of Apprentice Assessment Organisations.

**Apprentice** – Plans, prepares and undertakes the workplace observation, attends the set test and professional discussion interview.



## Why Choose TESS?

- 2017 Ofsted Visit gave us a Good rating.
- Investors in People rated us Gold
- Won Apprenticeship Provider of the Year 2016 at the Apprenticeships4England Awards.
- We stand out from the industry as being a Learning & Development Provider with an MD that is CIPD qualified so the focus is definitely on learning!
- Learner & Employer Portal which shows real-time course progress plus allows learners to work on outstanding actions and attend e-learning sessions
- Reporting & Communication - the business has a dedicated Account Manager who is there to help with any queries. We also provide customised 24/7 live reporting to keep you up to speed with value from the apprenticeships.
- Tailored Marketing - we offer bespoke brochures and an online portal where interested learners can find out more about the qualifications. This marketing would have your business logo and input to it, to make it fit for purpose.
- Diverse Qualifications and training solutions for each person & department

For more information, please call 01604 210 500

[www.thetessgroup.com](http://www.thetessgroup.com)





The TESS Group, 28 Queensbridge, Rushmills, Northampton NN4 7BF  
01604 210 500 | [info@thetessgroup.com](mailto:info@thetessgroup.com) | [www.thetessgroup.com](http://www.thetessgroup.com)

