

Content Creator

Level 3



Hello!

More content often means more market share. If your content is not capturing people's attention, you can be sure someone else's will be.

Content Creators develop and create content that can be used across a variety of media in both creative and non-creative industries.

Content strategy is the process of transforming business objectives and goals into a plan that uses content as a means of achieving those goals.

Our Content Creator apprenticeship prepares learners with the full range of skills, knowledge, and behaviours needed to create content that meets the needs of both your organisation and your customer.

This is a perfect opportunity to develop your people, your content strategy - and ultimately, your brand!



Programme Overview

Logical Training* design innovative development programmes and have been recognised by Ofsted for the quality of their curriculum and leadership (2022).

Our programme develops learners' skills in recognised content creation techniques across all common content channels and platforms.

As part of this immersive learning experience, learners will pitch ideas in response to creative briefs and plan campaigns before getting to work to make their ideas a reality!

Who the programme is designed for

The programme is suitable for anyone over the age of 16 who is interested in developing their skills and knowledge in the creative media industry.

*Logical Training is the training division of Skills Office Network

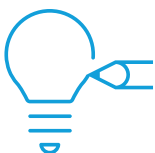


12 MONTHS IS THE TYPICAL PROGRAMME DURATION

SUITABILITY
ACCESSIBLE TO ANY LEARNER
OVER THE AGE OF 16



ONLINE WORKSHOPS
EVERY MONTH



WORK ON EXCITING
CREATIVE BRIEFS



PLAN YOUR OWN
CONTENT CAMPAIGN



SUPPORT FROM
EXPERT TUTORS

Delivery Model

Our programme is typically delivered over 12 months. The full range of knowledge, skills and behaviours covered by this apprenticeship can be viewed [here](#).



Months 1-3

Monthly workshops and activities Progress review

Topics include:

- » Types of content and channels
- » Brand
- » Creative briefs
- » Knowing your audience

Months 4-6

Monthly workshops and activities Progress review

Topics include:

- » Creating compelling content
- » Planning a campaign
- » Sourcing and manipulating images
- » Writing for websites

Months 7-9

Monthly workshops and activities Progress review Workplace project

Topics include:

- » Journey mapping
- » Writing for SEO
- » Writing for social media
- » Non-linear media

Months 10-12

Monthly workshops and activities Progress review Workplace project

Topics include:

- » Tailored support sessions
- » Report writing

Benefits

For employers

- » Training costs could be fully covered!
- » Workplace activities designed to add real value to your organisation.
- » Excellent support from enrolment through to assessment.
- » Simple, paper-free onboarding process.
- » Easy to follow delivery model.
- » View live data on your own Employer Dashboard.

For learners

- » Develop a deep understanding of the Creative Media landscape.
- » Practise your skills across all platforms and channels.
- » Exposure to every aspect of content creation.
- » Learn from tutors with extensive real-life experience.
- » Track progress on a personal digital learning plan.



