

# Content Creator

Apprenticeship Category:  
Creative and design

Minimum 15 months +EPA

Standard number: ST0105

Qualification Level: 3

## Job Role

This is a role that can be found in both creative and non-creative industries. This can be in any business creating content to engage with its audience. This role is found in a very broad range of businesses, ranging from public, private and third sector employer. This may include charities, social media employers, digital agencies and broadcasters. A content

creator works to a brief. They research, prepare and develop the messaging to maximise audience engagement. They capture the strategy and objectives of the brand and needs of the customer, client or business. The content they create can be used as part of media, advertising, documenting and marketing campaigns.

## Requirements

Individual employers will set the selection criteria, but this might include GCSEs, A levels, a Level 2 apprenticeship or other relevant qualifications, relevant experience and/or an aptitude test with a focus on functional maths. Employers are likely to be looking for a proven passion for digital and social media. Level 2 English and Maths will need to be achieved, if not already, prior to taking the end point assessment.

## Progression Route

- Level 4 Cybersecurity.
- Level 4 Data Analystist.
- Level 5 Management.

# Tasks

## Module 1

Plan and develop creative content in line with the brief and budget/costs.

## Module 2

Interpret the strategy and objectives of the brand and align these to the content.

## Module 3

Research, prepare and develop the media messaging to maximise audience engagement.

## Module 4

Develop and create written content that can be used across a variety of media.

## Module 5

Create visual and audio content that can be used across a variety of media.

## Module 6

Store content securely and methodically to enable efficient access and retrieval.

## Module 7

Collaborate with colleagues and clients to plan and align content delivery with business objectives.

## Module 8

Manage content online using appropriate tools and techniques.

## Module 9

Evaluate the effectiveness of the content produced against the original plan and recommend improvements.

## Module 10

Undertake continuous professional development to keep up-to-date with trends and technology.

## Module 11

EPA.