



Junior Content Producer L3 Apprenticeship



The end point assessment (EPA) is the final step in your learning journey, which consists of the following aspects:

Before EPA a pre-meet will be conducted with Learner, Employer and Awarding body EPA team to discuss preparations for the following...

Observation

The Assessor will carry out the observation in the apprentice's usual workplace. The Assessor will...

- Mark and grade the Observation in advance of the Set Brief Test and Professional Discussion.
- This observation will be for between 3 and 4 hours and will test the apprentice's knowledge and skills developed in creating content, using media assets and storing content correctly.
- The observation will be of naturally occurring real work; due to the nature of the role apprentices will be using the skills, knowledge and behaviours specified as core to their role.
- The End Point Assessment Organisation will produce an Observation Checklist for Assessors to use to ensure consistency in assessment of candidates.

Set Brief Test

The Set Brief will be given to the apprentice on the morning of the assessment day; the apprentice will then be allocated 3 hours to research and prepare their pitch for presentation. E.g. developing a media campaign for a new product. The Set Brief will contain the research materials, client brief, resource and budget information and project timelines. The Set Brief test has been selected as an assessment method, to test an apprentice's ability to respond to a commission, and develop a pitch idea in a short timescale; replicating working conditions.

Professional Discussion

Questions during the interview will draw out topics and issues including; how they made key decisions on the content they have produced, how their role in a campaign helped to meet the needs of the client/customer brief and how they worked with their employer organisation and immediate team. It covers what the Apprentice has done and how they have done it, reflecting on their performance throughout the Apprenticeship and where they might have approached things differently (using work examples from the portfolio for reference). This enables this element of the end point assessment to include a broad range of skills and behaviours, such as critical thinking and problem-solving, internal and external relationships, communication skills and business/commercial understanding. This will ensure that consistent approaches are taken and that all key areas are appropriately explored.



Apprenticeship EPA Journey



Grading

The combined score (out of 100 marks) for the three assessment components will determine if a higher grade is awarded.

Pass: achieved the pass score of 55% by passing all components, full competence against the Standard demonstrated.

Distinction: score between 75-100% significant performance above the standard. Apprentices will be provided with pass requirements and grade descriptors for each End Point Assessment method as part of the guidance materials supplied by the Assessment.

FAIL: pass score not achieved, and full competence against the Standard not demonstrated.



Resit

If unsuccessful in your first attempt, you will have a further 2 attempts bringing this to a total of 3. The details of a resit will be discussed with yourself, employer, tutor and EPA team if required.

You can resit your EPA within 2 weeks of your failed attempt.

Each step of the EPA process will be different and may be done via zoom or face to face. This will be discussed as part of the initial pre-meeting when all will confirm dates, times and circumstances of each EPA element.