Junior Content Producer Apprenticeship Level 3

Apprenticeship Standard

THE ROLE: Creating content for a wide range of media, including digital, social media, broadcast and print.

Apprenticeship overview

A Junior Content Producer (also referred to as a Creative Content Assistant) works to the client brief. The content produced could then be used as part of advertising, media or marketing campaigns. They will learn to collaborate with designers and developers to create content for web pages, including video, images, copy and social media content. As an apprentice, they will need an enthusiasm for technology.

On the apprenticeship, your employee will look at the importance of research, how to prepare and develop media messaging to maximise audience engagement, capture the strategy and objectives of the brand and the needs of the customer they are representing.

This apprenticeship comprises of the core skills and knowledge needed to be competent in this creative role. The units covered include how to plan, capture and create exciting content and materials, whilst also learning how to evaluate their work at the end of a project.

Education & Skills Funding Agency

FIRE IT UP Apprenticeships

ENTRY REQUIREMENTS

A minimum of 5 GCSE's grade 4 or above including English, maths and art or technology subject.

ASSESSMENT

The apprenticeship is assessed in four different ways. Apprentices will need to complete a set project, participate in a professional discussion, be observed in the workplace completing set tasks and complete an online assessment.

Why choose **Kirklees College?**

We are one of the region's largest established apprenticeship providers with over 1,000 apprentices in approximately 1,000 businesses. Our Apprenticeship Recruitment Team will help you find your ideal candidate. The college has a proven track record of a high number of apprentices being offered permanent positions at the end of their training programme.

An apprenticeship offers employees an opportunity to enhance their skills and gain knowledge whilst undertaking training. This is cost effective for the employer as it helps to lower recruitment costs, increases productivity and supports future growth.

Studying for an apprenticeship can help to motivate individuals and create a satisfied workforce which helps businesses to compete in the modern marketplace. Kirklees College will help you recruit the right apprentice who will bring enthusiasm and new ideas to the business ending in loyal post completion.

What are the benefits of apprenticeships?

Employer benefits include:

- Apprenticeships are a tried and tested way to recruit new staff or retrain and upskill existing staff

- Apprenticeships are a great way to attract enthusiastic talent with fresh ideas

- Funding – potentially up to 100% funding and incentives could be available to support apprenticeships

- Apprenticeships can help you tackle skills shortages and provide skilled workers to futureproof a business

- Apprenticeships offer excellent staff development routes for your existing workforce by progressing them to a higher-level role

- Learning can be done in your workplace to minimise disruption and maximise impact

- A flexible training option – apprenticeships give you the power to tailor the training your apprentices receive and to play an active role in ensuring the skills they acquire complement your existing workforce and business needs.

- Reduce staff turnover by increasing employee satisfaction and loyalty

- Apprentices are eager, motivated and loyal to the company that invests in them and can boost productivity in a cost-effective way

Recruitment

Our dedicated Apprenticeship Recruitment Team will work with you from the start to the end of the recruitment process. They are here to make sure the process is as simple and smooth as possible.

They can:

- Advertise and promote your vacancy

- Screen and select suitable candidates for interviews

- Arrange and co-ordinate interviews

- Enrol – leave all the paperwork to us

- Assign a dedicated Trainer/Assessor for the duration of the apprenticeship

Contact our dedicated team

Tell us what your needs are and we'll find the right solution for you. We can discuss costs and how to make use of any funding available.

Contact the Employer Engagement Team on 0800 781 3020.