



LEVEL 3

CONTENT CREATOR

APPRENTICESHIP

BY INDUSTRY, FOR INDUSTRY

creative
process



Skills Funding Agency

OVERVIEW



Creative Process supports employers to develop the digital skills and capabilities they need for the 21st century. We do this via the digital apprenticeship that we launched with Government at Apple's UK HQ in London, delivering up skilling and training to your existing workforce or helping you to attract and recruit young talent into your business.

The programme is the level 3 standard for Content Creator and lasts for 15 months. The diploma qualification is awarded by Aim Awards.

Content Creator job roles include; Content Assistant/Executive/Co-ordinator, Digital Designer, Video Producer and Editor, Content Co-ordinator, Web Producer/UX, Social Media Content and Digital Photography.

Creative Process has a talent pool of local content creators that we have met, assessed and vetted. We provide a free recruitment and talent match service that is no obligation and no cost.

Five easy steps to hire an apprentice:

- 1) Register your interest or send us your job description detailing skills, qualities and salary.
- 2) We advertise your role, meet and assess all candidates, sending you the best to interview.
- 3) You decide whom you want to appoint (there's no obligation) and agree a job start date.
- 4) We enrol and induct your apprentice onto our training programme and deliver all diploma training, coaching and industry accreditation.
- 5) We take care of all the paperwork so you can focus on getting the best from your new apprentice and for your business.



TRAINING

A Content Creator is responsible for developing and creating content that can be used across a variety of media including digital, social media, broadcast or in print. Working to the customer/client brief, they research, prepare and develop the media messaging to maximise audience engagement, capturing the strategy and objectives of the brand.

Skills and knowledge your apprentice will master as part of the programme:



TECHNICAL
KNOWLEDGE
UNDERSTANDING



Business Context, Branding and Content
Content Planning, Sourcing and Storing
Audience - Who Are You Writing For and Why?
Types of Content and Channels
Content For Social Media, SEO and Websites
Content For Video and Broadcast
Creating Compelling Content
Language, Copy Editing and Proofreading
Campaign Content and Pitch
Creative Media Industry and You
Classes in Adobe Creative Cloud (Photoshop, Premiere Pro, InDesign)

In addition to developing technical understanding and expertise in content creation the apprenticeship programme puts a strong focus on candidates' ability to demonstrate the core professional skills, attitudes and essential behaviours that are highly valued in the work place. These can be split into four broad categories.

- Logic, problem solving and analysis
- Initiative, autonomy and responsibility
- Organisation, professionalism, and productivity
- Communication, collaboration and adaptability

Warner Brothers

'We've just hired a production apprentice - the recruitment support has been absolutely amazing - the process was the least painful recruitment drive I have participated in for a while!' Jackie Davis, Head of Talent, Warner Bros (formerly Ricochet, Brighton).



WARNER BROS.

Gene

'Recruitment is one of the biggest challenges our industry is facing. The industry moves very quickly, and a lot of new ideas come from young people. We wanted to train those young people in keeping with our company values and philosophy. Our Creative Process apprenticeships have been a great return on investment' Matt Parkinson, CEO, Gene (Brighton Web Developer Agency)



iCrossing

'iCrossing, our City, the region and the wider creative industry rely on young, motivated, digitally savvy people wanting to do great things, make a difference and change the world. Technology is touching and changing the way we do business, entertain ourselves, communicate and more and I expect to see the innovators of tomorrow emerge from the Digital Apprenticeship scheme today and iCrossing are happy to support it and extend our best wishes to the team behind it' Paul Doleman, CEO, icrossing.



REGISTER

Register to join our industry lead programme or get in touch if you have any other questions.

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