



## APPRENTICESHIPS

### Level 3 Content Creator Apprenticeship

This apprenticeship is designed for businesses who wish to create and utilise various forms of video, audio and written creative content for digital marketing.



**NTG**  
TRAINING

# Course Overview



As an employer, you may use this apprenticeship course to train a new starter, or to upskill an existing employee. This course is ideal for businesses who are looking to grow their community engagement and marketing presence via audio, visual and written creative content.

Businesses seeking to enrol employees on to this course are likely looking to produce various forms of creative content, such as but not limited to; video vlogs, explainer videos, product videos, advanced online guides, tutorials, podcasts, images and videos for social media posts and more.

This is a thorough course which is taught in a way that can be applied directly to the learner's role. Our highly rated and experienced tutors come from a background in the marketing industry, and subsequently understand the unique needs of businesses who seek to benefit from the teachings of this course in a short time frame.

Unlike other training companies delivering this apprenticeship, NTG recognises the importance of enabling learners to use **Adobe Creative Suite**, which is the industry standard.

## Upon completion of the course, learners will have a good working knowledge of:

- Planning and developing creative content in line with a budget.
- Creating content in line with the company strategy and objectives.
- Researching, preparing and developing content to maximise audience engagement.
- Storing and organising content and resources safely.
- Collaborating with stakeholders to design content which meets the overall strategy.
- Evaluating the effectiveness of posted content using analytics and data sources.
- Undertaking continuous professional development.
- Utilising Adobe Creative Suite including Premier Pro to edit and produce content.

**This is a 21-month apprenticeship program.**

The programme is delivered during normal working hours and training can be flexible to meet the needs of your organisation. We use a blend of online, webinar and practical sessions, and the apprentice will receive regular 1-1 sessions and support from their tutor.

## Topics of Study for This Apprenticeship Include:



### Planning and developing creative content in line with the brief and budget/costs.

Learners will study the effective management of a marketing budget and how to ensure costs line up with expectations.



### Interpreting the strategy and objectives of the brand and aligning these to the content.

This unit encompasses strategies for choosing the correct type of content for an audience and how best to research themes, styles and delivery methods for that content, in order to meet the business goals.



### Researching, preparing and developing the media messaging to maximise engagement.

Within this part of the course, learners will utilise data, research tools and methods to ensure the content they create leads to a high level of audience engagement, subsequently satisfying social media algorithms and overall brand awareness and engagement.



### Developing and creating written content that can be used across a variety of media.

Content creation isn't just about the audio visual formats, in this unit tutors will explore with learners how to create interesting, readable and SEO friendly written content, for websites, paper marketing materials, product descriptions and more.

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## Topics of Study for This Apprenticeship Include:



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

Utilising industry standard video editing programs such as **Adobe Creative Suite** and commonly used video hosting platforms, learners will come out of this course with a thorough grounding in AV content creation. They will also explore equipment usage and storyboarding.



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

Video, image and audio files can be a strain on the company servers due to their large size and potential to corrupt. Learners will study effective methods for file housekeeping for efficient retrieval and storage.



Collaborating with stakeholders to align content delivery with business objectives.

Content without a plan isn't going to meet the business objectives, in this unit learners will explore the importance of liaising with stakeholders to deliver relevant and goal-orientated content.



Managing content online using appropriate tools and techniques.

Youtube, Vimeo, Spotify, Wordpress, TikTok and more - all relevant hosting platforms for a content creator, and all with different 'best-practice'. Learners will study the online platforms and tools available to them for content delivery and distribution.

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## Topics of Study for This Apprenticeship Include:



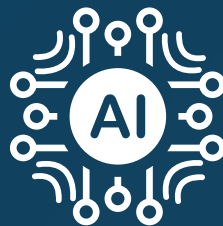
Evaluating the effectiveness of the content produced against the original plan and recommend improvements.

In this unit, learners will understand the importance of continuous evaluation and data gathering. They will utilise audio visual analytics platforms and website data to build an effective strategy for optimising content creation and delivery.



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

The digital industry develops rapidly, so it's important that your content creator understands the resources and methods available to them for continuous professional development.



### Utilising AI Technology

Students of this course will also be introduced to the use of various AI (Artificial Intelligence) tools. Learners will study how to use these creatively, ethically and safely.



# Training Fees Could Be 95-100% Funded Via the UK Government

If your business pays less than £3 million in payroll each year, the government will cover 95% of the costs of your apprentice's training. If your payroll bill is over £3 million, you will fund apprenticeships through [the Apprenticeships Levy](#).

Your business will be eligible for 100% funding if you hire an apprentice that is 16 - 18 years old, and your business has less than 50 employees.

Small businesses with less than 50 employees, who hire an apprentice aged between 16 – 18 will qualify for a further £1,000 grant.

## Apprenticeship Training: It's Not What You Think!

**This training course is provided as part of the apprenticeships scheme, but don't let the unfounded connotations around 'apprenticeships' put you off!**

Over the past few years the apprenticeships scheme has undergone a dramatic transformation. The government has recognised the need for employers to get modern skills into the workforce quickly, and the apprenticeships scheme can provide just that.

Forget the old-fashioned view of apprenticeships being for school-leavers who want to learn a trade - the modern apprenticeship couldn't be further from that!

Apprenticeships are recognised qualifications that can be obtained on-the-job. Your employee or new starter will be trained by industry experts using a course designed by industry leaders. They'll be actively applying everything they learn to their everyday role.

Don't miss out on this under-utilised opportunity to upskill your workforce for free!

# Entry Requirements

Entry requirements may be deemed by the employer.

Learners may also need to complete English and Maths qualifications if they do not already have these to the required standard.

# Qualifications

## Level 3 Diploma in Content Creation

## Study Marketing Apprenticeships with NTG Training

We offer a range of marketing apprenticeships for businesses, if you find these qualification doesn't meet your needs, we also offer a Digital Marketing Level 3 Qualification. Get in touch to learn more.

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