



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 industry standard creative tools & platforms.

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

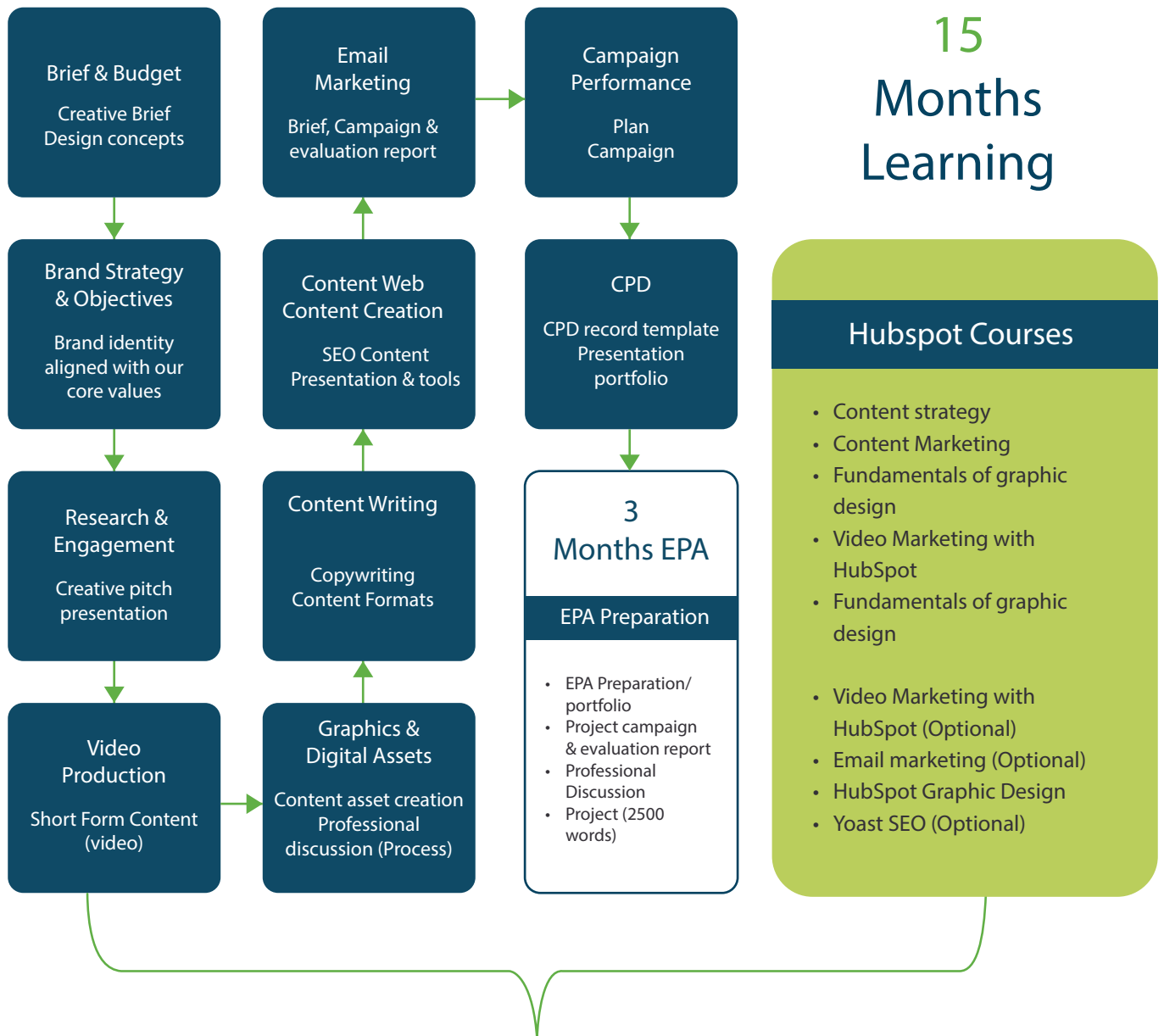
- Planning and developing creative content in line with a budget.
- Creating content in line with the company strategy and objectives.
- Researching, preparing and developing content to maximise audience engagement.
- Storing and organising content and resources safely.
- Collaborating with stakeholders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

This is a 15-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.

L3 - Content Creator

15
Months
Learning





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 Content Creator

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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