

# Media

## Junior Content Producer Level 3 Apprenticeship

### In Brief

#### Start Date / Duration

This programme has various start dates throughout the year and will take 15 months to complete.

#### Entry Requirements

Level 2 English and maths.

#### You will achieve

Content Creator Level 3 Apprenticeship Standard

### Course Overview

A Junior Content Creator develops written and visual content for social media, broadcast, or print. They work to a brief, researching and preparing messages to engage audiences. They align content with brand strategy and objectives, ensuring it meets the needs of customers, clients, or businesses. This role maximizes audience engagement through strategic content creation and messaging.

### Course Content

The skills and knowledge you will develop will include:

- Plan and develop creative content in line with the brief and budget/costs.
- Interpret the strategy and objectives of the brand and align these to the content.  
Research, prepare and develop the media messaging to maximise audience engagement.
- Develop and create written content that can be used across a variety of media.
- Create visual and audio content that can be used across a variety of media.
- Store content securely and methodically to enable efficient access and retrieval.
- Collaborate with colleagues and clients to plan and align content delivery with business objectives.
- Manage content online using appropriate tools and techniques.
- Evaluate the effectiveness of the content produced against the original plan and recommend improvements.

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

## How will I be assessed?

On Programme Assessment will include a mixture of:

- Practical demonstrations
- Work based projects
- Written assessments
- Portfolio
- Observations
- End Point Assessment

## What Equipment Will I Need?

You will need access to IT equipment, such as a laptop.

## Where will I study?

Old Mill Lane campus  
Church Street  
Barnsley  
S70 2AX

## What can I do next?

Junior Content Producers may progress into a variety of job roles, such as Digital Marketing Executive/Officer, Digital Marketing Account Manager, Digital and Social Media Executive, course progression includes Marketing Manager Level 4.

## How much does the course cost?

There is no cost to being an apprentice. All costs associated with your apprenticeship, including the cost of training and your salary, will be paid by your employer.

## Extra information

Last updated: 15th October 2024

### Want to apply?

Visit <https://www.barnsley.ac.uk/apply> to get started  
Call us on **01226 216 123**