



Junior Content Producer Level 3



Overview

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

Role Profile

The programme will follow market leading programme and tuition from industry experts. Training covers social media, copy writing, content creation, video production, photography, and media. The unique blend of on-the-job training means learning and producing regular content for your employer to help increase engagement and communication.

Who is it For?

A Junior Content Producer, also referred to as a 'Creative Content Assistant', is responsible for developing and creating content that can be used across a variety of media including digital, social media, broadcast or in print.

Course Summary

Level 3 Advanced Apprenticeship (Equivalent to 2 A Levels Grade A-C) – 12 Month Duration.

Course content

Ensure that the content being developed is organised, structured, and labelled effectively. Present ideas, pitches, and proposals for creative content to be further developed. Ensure content is accessible to all end users and language best practice is applied. Storyboard and outline script their ideas for content to be developed. Obtain media assets for use within content creation. Understand user experience to ensure content is focused on maximising engagement. Write and edit copy for use in print and online.

Benefits for the apprentice and employer

Students learn vital skills they can apply directly to their roles, including: SEO, copy writing and editing, and content creation across various formats. It's a cost effect training solution for your company

6 hours per week off the job training

Off the job training is defined as learning which is undertaken outside of your normal day to day responsibilities and contributes towards the achievement of your apprenticeship standard.

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