Content Creator
Level 3

Duration: 12 months
Training method: Blended
Funding value: £10,000

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bce

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Course overview

Learn how to create content for digital, social media, broadcast or print. This might be in the form of video, graphics, photography or copy.

Role responsibilities

An apprentice in this occupation will be responsible for coordinating and delivering specific content creation activities. This could include, but are not limited to, content creation to a client brief, research, preparing and developing the media messaging to maximise audience engagement, producing graphics and capturing the strategy and objectives of the brand, producing video content and copy to meet the needs of the customer they are representing.

Typical job roles

Roles include Content Assistant, Content Creator, Content Producer, Junior Content Producer, Multimedia Executive, Social Media Assistant, Social Media Coordinator and Social Media Executive.

Course units (over 9 month period)

Project 1: Online content creation (social media)

Work on a digital campaign to create online content for the launch of a new business / product.

Project 2: Live broadcast

As part of a pilot programme for a new show, apprentices will conceive, plan and produce the opening 5-10 mins of the show.

Project 3: Graphics and web design

Choose one of three briefs in relation to work responsibilities, based around the following topics: album artwork, music lyric videos and web design.

Apprentices will learn to use the following software: Pr   Ps   Ae

End Point Assessment (3 months)
After the 9 month tutorial sessions apprentices will be required to submit material to pass their EPA. This will be in the form of 1-1 sessions with their work coach. During the EPA period as an employer, you will be required to assign a live project brief to the apprentice, this will complement the other evidence the apprentice will need to submit.

Why BCE

Established in 2000, BCE is a specialist training provider based in London, with deep ties to the creative and media industries.

- We have extensive industry experience across all members of staff
- Ofsted grade 2 provider
- Specialist recruitment service
- Dedicated account manager
- £30m has been invested in BCE's three industry campuses since 2015
- 88% of BCE apprentices progress to creative careers
- Upskilling current workforce and providing CPD opportunities

Bespoke training

Core modules	Module 1: Online content creation (social media) Module 2: Live broadcast Module 3: Graphics and web design
Discovery modules (optional)	• Event budgeting and logistics • The fundamentals of marketing • PR strategies • Campaign management / reputation management • Event management • More options available
Employability modules (optional)	• Excel the essentials • Working with AI • Premiere Pro • Photoshop • Power BI • More options available

Programme commitment

Training provider (BCE)
- Provide a dedicated account manager to support programme onboarding
- Undertake initial and prior learning assessment to establish apprentice and employer needs
- Provide high quality training and coaching to support the apprentice
- EPA preparation
- Provide support to enhance the learners employability and well-being

Employer
- Provide a supportive and safe working environment for the apprentice
- Allocate time during working hours for off-the-job training, in line with minimum requirements
- Attend one-to-one review with the learner and BCE to discuss progress, offer feedback and guide their development
- Provide apprentices with learning opportunities to support personal and professional development
- Maintain regular communication with the apprentice and BCE

Apprentice
- Prepare and plan for tutorials and coaching sessions
- Attend all planned training and one-to-one sessions
- Complete all off-the-job training logs
- Communicate support needs to both employer and BCE
- Commit and take ownership of own learning and development

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