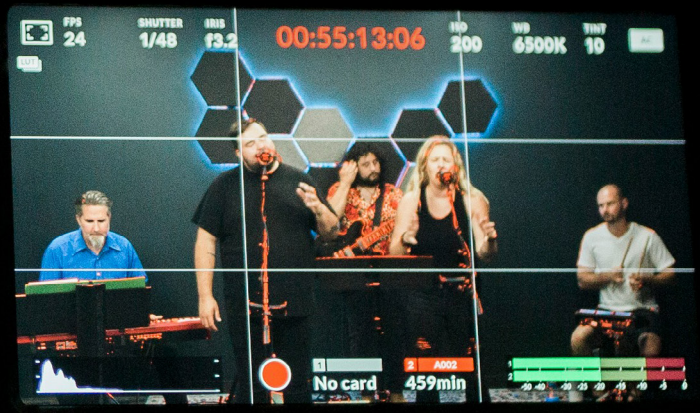
Content Creator
Level 3

Duration: 12 months
Training method: Blended



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BIG CREATIVE EDUCATION APPRENTICESHIPS TRAINING ACADEMY

Let's talk

1 Course overview

Equip your team to produce content that cuts through — from impactful video and visual storytelling to engaging campaigns across digital, social, broadcast and print.

Role expectations	Apprentices will plan, create, and deliver digital content that strengthens your brand - researching trends, developing creative ideas and producing graphics, video, and copy that meet briefs, driving measurable impact.
Typical job roles	Perfect for content-driven roles, from Content Creators and Multimedia Executives to social media, video, editing and photography posts supporting marketing, sales, or comms teams.
Shape your own journey	Our flexible delivery model lets you tailor training to your team's needs - combining core units with optional discovery and employability modules to build capability and boost on-the-job performance.

Core units (over 9 month period)

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



Module 1: Online content creation (social media)
Work on a digital campaign to create online content for the launch of a new business / product.



Module 2: 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.



Module 3: Broadcast, or Film Production
Choose one of two briefs - a broadcast project (news, podcast or radio) or a film project focused on planning, shooting and editing creative content.



Essential skills for success
Across 3 core sessions, apprentices develop:
- Strong communication skills
- Teamwork and personal growth
- Values that drive inclusive, forward-thinking workplaces

Bespoke training

Discovery modules (optional, select 1)
- Event budgeting and logistics
- The fundamentals of marketing
- PR strategies
- Event management
- Campaign and reputation management
- More options available

Employability modules (optional - select 1)
- Excel the essentials
- Working with AI
- Premiere Pro
- Photoshop
- InDesign
- More options available

Additional qualifications
Alongside the Level 3 Content Creator accreditation, apprentices can add optional certifications including the BECTU CRISP Safety Passport and Google SEO Fundamentals.

End Point Assessment (3 months)
By the end of the 9-month programme, apprentices complete their EPA, including:
- Portfolio of evidence
- Final project report and presentation
- Professional discussion

2 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







3 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, 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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Find out more at **bigcreative.education/apprenticeship**

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