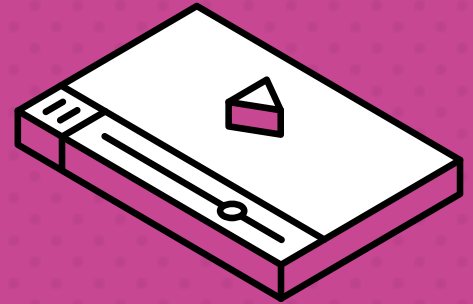


JUNIOR CONTENT PRODUCER



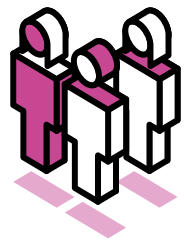
FUNDING
£12,000

15 MONTHS
LEVEL 3

On this Junior Content Producer Level 3 apprenticeship programme, learners will be capable of effectively capturing, creating and developing content and have an understanding of the media landscape, giving organisations the advantage of targeting potential customers effectively. The course is engaging and practical and will enable people to successfully perform in dynamic and creative environments.

98%

EMPLOYER
 SATISFACTION*



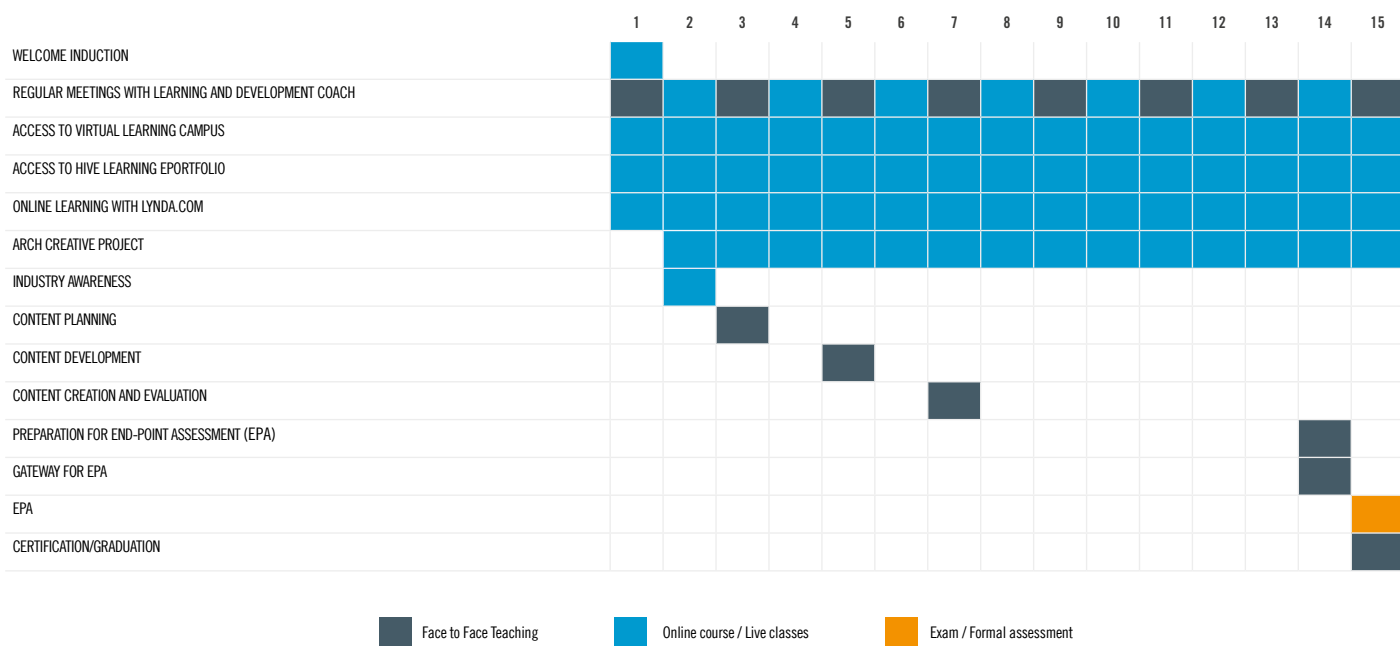
97%

APPRENTICE
 SATISFACTION*

EMPLOYERS THAT WE WORK WITH



YOUR LEARNING JOURNEY



ABOUT CREATIVE PIONEERS

- Creative Pioneers™ is an award winning nationwide campaign to find the next generation of advertising, creative and digital media talent.
- The brainchild of Janet Hull OBE, since 2012 the Institute of Practitioners in Advertising (IPA) ran Creative Pioneers and worked with 300+ advertising agencies.
- With the Apprenticeship Levy introduced in April 2017, the IPA chose Arch Apprentices to power the programme to keep up with increasing demand.
- In 2016, Ofsted rated Arch 'Outstanding' in every area making them one of the top 5% of all independent learning providers.

WHAT'S INCLUDED IN THE APPRENTICESHIP?

20% of the apprenticeship must be done away from the apprentices' work to count towards their off-the-job training - this can be a mix of face to face and virtual classrooms, projects, distance learning and meetings with their dedicated Learning and Development Coach.

Qualifications included:

- **Junior Content Producer Level 3 Apprenticeship**

PRE ENTRY REQUIREMENTS

- Must already have English and Maths GCSEs at Grade C (4) or above and preferably a total of five GCSEs.



THE PERSON YOU'LL HAVE AT THE END OF THE APPRENTICESHIP WILL:

- ✓ Interpret the objectives of the client's/customer's brief.
- ✓ Research, analyse and collate information to inform short-term and long-term digital communications.
- ✓ Understand the user experience to ensure content is maximising engagement.
- ✓ Recommend the appropriate platform/s or channel/s to use for the campaign.
- ✓ Capture images and audio using basic video, still cameras and audio equipment.
- ✓ Storyboard and script their ideas for content to be developed.
- ✓ Use industry standard packages to edit and post produce content.