

Media and Photography

Content Creator Level 3 Advanced Apprenticeship

In Brief

Start Date / Duration

You can start this apprenticeship at any time. The programme will take 15 months to complete, plus three months for the End-point Assessment.

Entry Requirements

You must hold five GCSEs at grade 4 including English and Maths. You will also need to be employed within the creative and digital media industry or have an employer in this area willing to take you on as an apprentice.

You will achieve

Level 3 Content Creator Apprenticeship Standard.

Course Overview

Content creators work to a brief, researching, preparing and developing messaging to maximise audience engagement.

This apprenticeship gives you the skills to capture the strategy and objectives of a brand and the needs of the customer, client or business. The content you will create could be used as part of media, advertising, documenting and marketing campaigns.

Course Content

The programme will cover the following elements:

- Planning and developing creative content in line with the brief and budget/costs.
- Interpreting the strategy and objectives of the brand and align these to the content.
- Researching, preparing and developing the media messaging to maximise audience engagement.
- Developing and creating written content that can be used across a variety of media.
- Creating visual and audio content that can be used across a variety of media.
- Storing content securely and methodically to enable efficient access and retrieval.
- Collaborating with colleagues and clients to plan and align content delivery with business objectives.
- Managing content online using appropriate tools and techniques.
- Evaluating the effectiveness of the content produced against the original plan and recommend

improvements.

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

How will I be assessed?

The End-point Assessment will take place in the last eight weeks of the apprenticeship and will comprise of two components:

- A project or campaign evaluation report, presentation of additional/new content and questions.
- A professional discussion underpinned by a portfolio of evidence.

The End-point Assessment Organisation will provide guidance materials for the each of the assessment methods.

What Equipment Will I Need?

You will need a folder, plastic wallets, dividers and a USB device.

Where will I study?

SciTech Digital Innovation Centre
Falcon Street
Barnsley
S70 2EY

What can I do next?

You may progress into Content Creation/Development roles with organisations including digital agencies, broadcasters and publishers.

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.

16 – 18 year olds

Full-time Barnsley College students aged 16-18 years old do not have to pay tuition fees.

19+ Students

Aged 19 or over and thinking about further education? You may be eligible for free or reduced course fees . Please refer to our page ['paying for your course.'](#)

Financial support

You may be eligible for assistance with expenses such as travel, books, equipment and childcare. For further information please contact the Student Services Team on +44 (0)1226 216 267.

Extra information

Advanced Learner Loans

This course may be eligible for an Advanced Learner Loan. Contact our friendly Information Team on +44 (0)1226 216 123 or email info@barnsley.ac.uk [mailto:info@barnsley.ac.uk] . about eligibility and how to apply. You can also visit the Advanced Learner Loan [<https://www.barnsley.ac.uk/courses/paying-for-your-course/advanced-learner-loans/>] page.

Eligibility for Funding

Part-time courses are only available for learners who are 19 years old and above. You may not have to pay for this course if you are employed but earn below £21,255 a year, or if you receive Job Seekers Allowance, Employment and Support Allowance or Universal Credit. If you are unemployed, actively seeking employment and receive Council Tax Benefit, Housing Benefit, Income Support or WFTC then you may also receive funding for this course. You will need to provide evidence of your eligibility which will be checked at enrolment.

This course is funded by South Yorkshire Mayoral Combined Authority (SYMCA) and/or West Yorkshire Combined Authority (WYCA). You must be living in the South or West Yorkshire regions to qualify for funding.

Contact the Apprenticeship Team

For further information please contact the team on 01226 216166 or email: apprenticeships@barnsley.ac.uk [mailto:apprenticeships@barnsley.ac.uk]

Contact the Information Unit

For further information please contact our friendly Information Team on +44 (0)1226 216 123 or email info@barnsley.ac.uk [mailto:info@barnsley.ac.uk]

Additional Learning Support

Our Additional Learning Support team can provide you with the support you need. Please contact them on +44 (0)1226 216 769.

Disclaimer

Please note we reserve the right to change details without notice. We apologise for any inconvenience this may cause.

Last updated: 20th July 2023

Want to apply?

Visit <https://www.barnsley.ac.uk/apply> to get started

Call us on **01226 216 123**