CONTENT CREATOR

Level 3 Apprenticeship - 15 Month Programme

www.jga-group.com/apprenticeships

**MODULE ONE**
**SALES AND SEGMENTATION**
- Segmentation and understanding your customers
- Demographics
- Research and Data

**MODULE TWO**
**WEBSITES**
- How websites work
- File types and formats
- Tools and software for creating websites
- Storing content for websites

**MODULE THREE**
**BRANDING AND SOCIAL MEDIA**
- Branding & Brand Management
- Creating on brand copy
- Tools, Channels & Platforms
- Social Media Strategies
- Pitfalls

**MODULE FOUR**
**ANIMATION, SCRIPTS AND STORYBOARDS**
- Using Animation in Content Creation
- Creating Storyboards
- Script writing

**MODULE FIVE**
**SEO AND PAY PER CLICK**
- What is SEO
- Keywords and Keyword Research
- Optimising your content
- Paid Search and Display Campaigns

**MODULE SIX**
**PITCHING /PRESENTATION AND VIDEO**
- Presenting Your Ideas
- Creating and Pitching a Campaign
- Creating and editing Video

**MODULE SEVEN**
**PLANNING, WORKFLOW AND PROPOSALS**
- Content Planning
- Campaign Briefs
- Costs and Budgeting
- Writing Proposals
- Workflow
- Media Planning and Buying

**MODULE EIGHT**
**EMAIL MARKETING, DATA AND EVALUATION**
- Creating an email marketing campaign
- Evaluate and improve campaigns
- Digital Marketing Analytics
- Social Media Analytics

**MODULE NINE**
**BUDGETING AND MARKETING**
- Content and marketing budgets
- Competitor Analysis and Research
- How to promote yourself as a content creator

**MODULE TEN**
**PHOTOGRAPHY, ASSET MANAGEMENT AND LEGAL**
- Taking Photographs
- Digital Asset Management
- Photo Management and Editing
- Data Protection
- Copyright, Intellectual Property and other Legal issues

**MODULE ELEVEN**
**COPYWRITING**
- Copywriting
- Tone of Voice
- Proof Reading

**GATEWAY READINESS AND END POINT ASSESSMENT**

**PREPARATION - MODULE TWELVE**
- Report Writing
- Pitch and Presentation Practice

**END POINT ASSESSMENT**
- Project or campaign evaluation report, presentation of additional/new content and questions
  - A report that evaluates a project or campaign the apprentice contributed to and a presentation of additional/new content. Followed by questions on the report and presentation.
- Professional Discussion
  - A structured discussion with the independent assessor centred around a portfolio of evidence

**SUPPORT FROM NEURODIVERSITY SPECIALIST**

**LIVE TUTOR LED SEMINARS FOR EACH MODULE PLUS 1-2-1 COACHING SESSIONS**