



MODULE ONE

BUSINESS CONTEXT, BRANDING AND CONTENT

- How different organisations work
- Organisation objectives and values and how they support content creation
- Internal and external environment
- Branding and managing risk and reputation
- Engagement and amplification and how they effect branding
- Copyright laws

MODULE TWO

CONTENT PLANNING, SOURCING AND STORING

- Interpreting a client / creative brief and proposal
- What and how to research for developing content
- Writing an outline content proposal
- Budget management and measuring success
- Review and evaluate content creation workflow systems
- Sourcing images, labelling and storing/archiving

MODULE THREE

AUDIENCE – WHO ARE YOU WRITING FOR AND WHY?

- Audience trends, audience research, audience segmentation
- Understanding stakeholders and their different needs
- Explore reasons for writing content in business

MODULE FOUR

TYPES OF CONTENT AND CHANNELS

- What is content marketing and why is it important
- Identifying different types of content
- Channels – digital vs traditional
- Writing marketing emails and eNewsletters
- Different writing styles for different channels, content and campaigns and how to adapt your style

MODULE FIVE

CONTENT FOR SOCIAL MEDIA, SEO AND WEBSITES

- Content management systems and WordPress
- Web accessibility and language for websites
- Web features and navigation and writing for maximum engagement
- Writing for search engine optimisation
- Writing for social media and social media policies

MODULE SIX

CONTENT FOR VIDEO AND BROADCAST

- Script writing for speeches, radio and TV
- Creating storyboards for video and film
- Writing for non-linear media, such as video games, using interactivity to control the game
- Using video capture and editing equipment

MODULE SEVEN

CREATING COMPELLING CONTENT

- Establishing and identifying the correct tone of voice
- Using the AIDA model (Awareness, Interest, Desire, Action) to create content and how to pitch content at each stage of the model
- The CURVE method, for creating compelling headlines
- How to identify customer pain points and solutions

MODULE EIGHT

LANGUAGE, COPY EDITING AND PROOFREADING

- Summarising complex content
- How language can be used and misused
- Creating content and adapting to different media / platforms
- Tone of voice

MODULE NINE

CAMPAIGN CONTENT AND PITCH

- Interpret a brief and plan a campaign
- Develop a content creation pitch
- Idea generation, planning and costing
- How to develop a social media campaign.
- Pitching ideas

MODULE TEN

CREATIVE MEDIA INDUSTRY AND YOU

- How to spark ideas and get into the creative zone
- Identify creative media and membership organisations
- What is best practice
- Understand different job roles and industries
- Identify creative content publications, events and awards
- Working as a freelance content producer

GATEWAY READINESS AND END POINT ASSESSMENT

Apprenticeship Standard: Junior Content Producer



- Workplace Observation - observation of the apprentice in their usual workplace
- Set Brief Test - the apprentice will be given a creative brief and a set time to prepare a pitch before presenting their ideas to the assessor
- Professional Discussion - structured discussion with the independent assessor centred around a portfolio of evidence

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



SUPPORT FROM NEURODIVERSITY SPECIALIST