



# Why Work as a... Journalist

A solution for your training needs and career progression

## ROLE OVERVIEW

The broad purpose of the occupation is to inform the public - either through news and current events, or through the creation of authoritative features, opinion or analysis. In their daily work, an employee in this occupation interacts with colleagues within the same organisation, representatives of other businesses/organisations and members of the general public.

## KEY POINTS

- **Level:** 5
- **Duration:** 14 months + End Point Assessment
- **Entry requirements:** You may be required to undertake training in maths and English. See [HERE](#) for more information
- **Career progression:** This is an ideal pathway to Senior Journalist Level 7

## KNOWLEDGE REQUIREMENTS



- The relevant legislation affecting journalists: defamation; contempt of court; reporting restrictions; privacy, copyright, confidential sources
- How to identify, find and establish physical and on-line contacts/sources to inform and contribute to content
- How to generate original and exclusive content, and the contexts within which the content can be used
- The theoretical and practical uses of social media platforms, the issues/risks of these and how this aligns with the employer's target audience and protocols
- How to shoot and edit video and audio to meet standards for publication on different platforms
- Own workplace terminology, equipment and programs

## SKILL REQUIREMENTS



- Undertake research before reporting to ensure that journalistic content/material published or broadcast is accurate, impartial, balanced, engages the audience and is verifiable with industry standard use of English
- Take accurate, relevant notes when and where needed, use shorthand where required by your employer
- Make decisions and judgements at speed and when under pressure, on the way stories are researched and presented, aiming to lead when breaking news
- Use audience analytics to evaluate the success of the journalistic content and how that can inform future decision-making

## BEHAVIOUR REQUIREMENTS



- Work ethically and with integrity and knows when to seek advice from more senior staff
- Act to build and enhance the brand (employer's and personal) and considers the consequences of any actions
- Is empathetic, builds trust and contact networks, recognising a duty of care may be owed to sources/contacts, and is a good listener while still critically evaluating the information being received
- Proactive and is curious, forward-looking, and open to change and emerging trends, to enhance the overall experience of the reader, viewer, or end-user

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