



Why Work as a... Content Creator

A solution for your training needs and career progression

ROLE OVERVIEW

The broad purpose of the occupation is to develop and create written and audio visual content that can be used across a variety of platforms and media. This may include social media, broadcast or in print. You will work to a brief; research, prepare and develop the messaging to maximise audience engagement.

KEY POINTS

- **Level:** 3
- **Duration:** 15 months + End Point Assessment
- **Entry requirements:** You may be required to undertake training in maths and English. See [HERE](#) for more information
- **Career progression:** Options include Marketing Executive, Sales Executive and Journalist

KNOWLEDGE REQUIREMENTS



- The methods used to segment and understand core audiences and how to plan content for these
- The end-to-end production workflow process for the organisation, the key stages, and own role within this
- Personal and employer responsibilities regarding data protection and data sharing, the potential impact on a business and the regulations that cover this
- The importance of brand, brand awareness, brand purpose, branding guidelines and the intended audience within a brief
- Where content creation fits within a marketing strategy
- How audiences and their behaviours differ across channels and platforms and the different communication styles that could be used

SKILL REQUIREMENTS



- Interpret the aims of the brief
- Evaluate brand requirements and brand guidelines
- Prepare a mood board or other visual aid for the content to be created
- Present ideas, pitches and proposals for creative content to be further developed
- Apply best practice and inclusive language when creating content
- Source, obtain and prepare media assets for use; using industry standard packages to adapt and edit content

BEHAVIOUR REQUIREMENTS



- Committed to producing high quality creative content
- Acts in a way that builds and maintains positive relationships with customers
- Takes ownership of work and strives to achieve quality content
- Acts in a professional and ethical manner, embracing equality, diversity and inclusion in the workplace
- Reflects on the results of the content created and identifies areas for improvement

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