



**BLUE LION**  
TRAINING ACADEMY



## LEVEL 3 JUNIOR CONTENT PRODUCER

Creating content for a wide range of media, including digital, social media, broadcast and print for new apprentices and/or existing staff in full time employment.

A Junior Content Producer is someone responsible for developing and creating content that can be used across a variety of media including digital, social media, broadcast or in print. Working to the customer/client brief, they research, prepare and develop the media messaging to maximise audience engagement, capturing the strategy and objectives of the brand and needs of the customer brief.

To successfully complete this apprenticeship, learners must review all of the lessons and complete all of the quiz modules based on the Knowledge, Skills & Behaviours (KSBs) ready for gateway and completion of the End Point Assessment (EPA) checklist before successfully completing the final assessment by the recommended EPA Organisation.

Our online e-portfolio system will guide the apprentices through a simple to follow curriculum aligned to all the required Knowledge, Skills and Behaviours, with a variety of virtual learning environments and insights to the best examples to help excel their learning.

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# COURSE STRUCTURE



Institute for Apprenticeships  
& Technical Education

Individual lessons also include simulations, toolsets and interactive practice exercises. Each session ends with an interactive quiz to test the apprentice's knowledge, skills and behaviours. Individual employers will set their own entry requirements, but this will typically include English and Maths at GCSE Grade C (4) or above.

The End Point Assessment will include the following after the EPA Checklist has been completed:

- 1) Workplace observation and assessment – 7hrs
- 2) Invigilation and assessment of the Set Brief Test – 4hrs
- 3) Professional Discussion – 1hr
- 4) Final marking and grading – 2hrs

The content they create can be used as part of media, advertising and marketing campaigns. They have to capture what is exciting about a campaign and design the elements that can be used across media platforms and channels. Junior Content Producers collaborate with designers and developers, using authoring languages to create content for the internet, which may include video, images, text (or copy) and web pages and social media content, so an enthusiasm for technology and creating great online experiences is a must. Training and coaching days are bespoke to the employer or cohort and can be for individuals or groups of 10 learners per cohort.

## Junior Content Producer Apprenticeship

PROGRAMME  
DURATION



12 MONTHS

TRAINING  
DAYS



BESPOKE

LEVEL OF  
TRAINING



ST0105

COACHING  
DAYS



BESPOKE

ASSESSMENT  
CHECKLIST



2 DAYS

TRAINING  
METHOD



REMOTE



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