



**BLUE LION**  
TRAINING ACADEMY



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## WHO IS THIS APPRENTICESHIP SUITABLE FOR?

Learn to create content for marketing purposes including videos, reels & static graphics to engage with the relevant audiences!

A content creator works to a brief. They research, prepare and develop the messaging to maximise audience engagement. They capture the strategy and objectives of the brand and needs of the customer, client or business. The content they create can be used as part of media, advertising, documenting and marketing campaigns.

### Learn about:-

- Plan & develop creative content in line with the brief & budget/costs
- Research, prepare and develop the media messaging to maximise audience engagement
- Manage content online using appropriate tools and techniques



Level 3  
Content Creator  
Producer

## ENTRY REQUIREMENTS

- ✓ Need to be employed in a Content creation role
- ✓ UK Resident for the last 3 years
- ✓ English & Maths qualifications desirable

## JOB TITLES INCLUDE

Content Creator, Content Producer,  
Social Media Assistant, Multimedia Executive



**MARKETING & MEDIA PATHWAY: LEVEL 3 - CONTENT CREATOR APPRENTICESHIP**

## APPRENTICESHIP COMPONENTS

### DELIVERY MODEL

Learn to use cameras and digital equipment effectively to create various forms of creative content.

Click your marketing career into focus whilst supported by a Blue Lion expert!

Our flexible delivery model will support each learner and provide access to Laid Back studios for creative photography or music production facilities.

At Blue Lion, you can expect to receive:-

- Tailored tutor led delivery
- Personalised 1-2-1 tutor support sessions
- Assessments to demonstrate knowledge
- Set tasks to apply skills & behaviours
- Tri-partite progress reviews with Manager & tutor

### WHY BLUE LION TRAINING ACADEMY?

- ✓ Grade 1 Outstanding “OFSTED” training provider
- ✓ Full key account management with monthly or quarterly reviews
- ✓ Learner centric reporting suite for employers
- ✓ Sector specific tutors with industry experience
- ✓ Bespoke delivery made fit for purpose
- ✓ 100% first time pass rate
- ✓ Local and national delivery

### FUNCTIONAL SKILLS

All learners will be required to complete Level 2 Functional Skills English & Maths, unless they can provide certificates for previous qualifications achieved e.g. GCSE's, A-Levels, Key Skills. Whether they're just starting out their career journey or are a mature learner who have misplaced their certificates, there's no need to worry!

Our dedicated tutors are committed to guiding each learner every step of the way, ensuring they successfully achieve their Functional Skills.

Learners can embrace the opportunity to enhance their skills and secure a brighter future in their chosen field, supported by our Blue Lion team.

### OFF THE JOB TRAINING (OTJ)

Learners are required to complete 6 hours of “OTJ” training per week. All activities are designed to support learners develop the knowledge, skills and behaviours to become occupationally competent.

Learners can access tasks and activities through our e-learning platform bud, which simplifies OTJ logging for effortless tracking!

### END POINT ASSESSMENT

**Assessment method 1:** Project or campaign evaluative report, presentation of additional content & questioning

**Assessment method 2:** Professional discussion underpinned by a portfolio of evidence