

DiVA

82% of employers surveyed said apprenticeships help employees gain expertise crucial to business growth.



Junior Content Producer

What's it all about?

A Junior Content Producer (also referred to as a Creative Content Assistant) is 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 they are representing.

What does it include?

Core modules include industry awareness; social media marketing; content planning; content development; content creation and evaluation.

Who is it for?

A content assistant will typically be working as part of a team, in which they will have responsibility for some of the straightforward elements of responding to a client or marketing brief. They can work in advertising, marketing or digital agencies, or within corporate comms teams.

How is training delivered?

The Apprenticeship will be achieved through a blended learning approach, incorporating workplace learning, workshops, and online learning. One to one support, study days, tuition and advice is available from our team of experienced and qualified Tutors, Assessors and Advisors ensuring that the needs of employers and employees are met.

How will my apprentice be assessed?

Your apprentice will be assessed by an external End Point Assessment Organisation (EPAO) in the following three ways, and will receive a grade up to a distinction level.

Work place observation

An independent assessor will carry out an observation of the apprentice in the apprentice's usual workplace. The visit may last between 3-4 hours.

Set test

The apprentice will be given a creative brief and then a set time to prepare a pitch before presenting their ideas to the independent assessor.

Professional discussion

There will be a professional discussion with the independent assessor. The apprentice can refer to the portfolio developed as part of the apprenticeship programme.

How do I pay for my training?

The cost of the programme is £12,000. If your organisation is subject to the Apprenticeship Levy you will pay for the training directly through your digital vouchers. The government will fund 90% of the training costs for employers who do not pay the Apprenticeship Levy, as well as provide other financial incentives.



To find out more, please contact DiVA on 0203 189 1784 www.divaapprenticeships.com