

Content Marketer Level 3 Standard

Industry-led apprenticeship provider

Welcome to the Level 3 Content Marketer Programme

This apprenticeship will cover:

-  Social Media Marketing
-  Branding
-  Measuring Campaigns and Analytics
-  Content Planning and Creation

Contents

4	Content Marketer Level 3 Standard
6	Learner Journey
8	Your Apprenticeship Programme
10	Professional Development Programme
12	Safeguarding and Additional Learning Needs

Unit 1 - Importance of Brand and Tone of Voice

Learners will start to understand the branding of their company and consider the vision and values of their organisation. They will also learn about the importance of tone of voice in marketing and how to develop an appropriate TOV for their business. They will start to apply this knowledge through a playbook project for their organisation.



Unit 2 - Understanding Audience and Content Planning

Learners will consider target audience and develop customer personas for their own business which can then inform marketing strategies. Learnings from this session will be incorporated into the playbook project. Learners will also plan content and consider different scheduling tools.



Unit 7 - Pitching Ideas

The selling content ideas session will teach learners how to develop and pitch their ideas. Learners will examine the process of constructing marketing ideas, beginning with a brief, and how best to 'sell' that idea. Learners will apply this to the pitching project and present their ideas to their organisation and receive feedback.



Unit 8 - SEO

Learners will be introduced to SEO and understand different tools they can apply to optimise content. They will also learn about how to implement SEO best practice into blogs and articles. The training also includes keyword research, link building and SERP.



Unit 3 - Social Channel Strategy and Interpreting the Brief

Learners will be taught about a wide variety of social media platforms they can consider for their organisation and develop a social strategy as part of the playbook project. They will also learn about the importance of effective creative briefs and how to interpret commercial objectives in a marketing brief. Learners will be taught copywriting best practice and complete the copywriting project.



Unit 4 - Content Development

Learners will be introduced to different software to develop and create content, as well as understanding the importance of planning and research. Learners will consider what makes a strong marketing idea and develop their own ideas based on a brief.



Unit 9 - Measuring Campaigns and Analytics

Learners will be taught how to evaluate a campaign and be able to apply practical analytics. Learners will examine how to gather data to evaluate success and realise the impact of analytics tools for continuing improvement and optimisation of content. The lessons learned will enable learners to evaluate the success of a campaign and identify areas to improve.



Unit 10 - Social Media and the Law/Ethics

Learners will understand the importance of ethics and apply their personal morals to various scenarios. Learners will also examine the regulatory and legal requirements when using media assets such as copyright, intellectual property rights, GDPR, web accessibility and non-disclosure agreements.



Unit 5 - Content Creation (Adobe)

The content creation section of the course will develop learners' skills using industry standard software Adobe Photoshop and Premiere Pro as well as considering pre-production elements such as storyboarding and scripting. Learners will also have the opportunity to develop practical skills in photography using industry standard equipment.



Unit 6 - Production Workflow and Budget Management

Learners will examine the production workflow within their organisation and understand the processes involved. Learners will also be taught how to manage a budget and consider production fees when planning a campaign.



Unit 11 - Added Value: Personal and Professional Development

Learners will take part in sessions aimed to support in areas of personal development such as building confidence, effective listening and communication and identify the key strengths they can utilise.



EPA Readiness - Portfolio

Learners will have to prepare for Gateway and have 20 days to write up a work based project. They will consolidate the portfolio that they have built up during the course.

- Work Based Project
- Presentation
- Questioning
- Professional Discussion



Learner Journey

- Month 1**
- Importance of Brand and Tone of Voice
 - Coaching Session

- Month 3**
- Social Channel Strategy and Interpreting the Brief
 - Personal Development
 - Progress Review

- Month 2**
- Understanding Audience and Content Planning
 - Personal Development
 - Coaching Session

- Month 5**
- Content Creation (Adobe)
 - Coaching Session

- Month 4**
- Content Development
 - Coaching Session

- Month 6**
- Production Workflow and Budget Management
 - Progress Review

- Month 9**
- Measuring Campaigns and Analytics
 - Progress Review

- Month 7**
- Pitching Ideas
 - Coaching Session

- Month 8**
- SEO
 - Coaching Session

- Month 10**
- Social Media and the Law/Ethics

Month 12
Gateway Exit Review

- Month 11**
- Added value: Personal and Professional
 - Development EPA Readiness Portfolio of Evidence
 - EPA Readiness Project Showcase and Professional Discussion
 - Coaching Session

EPA



Your apprenticeship programme

Qualification

On successful completion of the programme, you will be awarded a Level 3 Institute for Apprenticeships Content Creator apprenticeship certificate.

Off-the-job training

As an apprentice, you study while you work, a minimum of 6 hours per week of your time at work will be dedicated to your apprenticeship. You will learn through a mix of classroom days, personalised coaching sessions, e-learning and activities to imbed the training, and projects to apply the skills practically to the workplace.

Employers collaborate with the training provider and you to ensure that you are on target with your off-the-job learning hours. Everything you do can be tracked on the Bud digital platform. Working with your Development Coach and line manager, you can balance your off-the-job training hours with your day-to-day responsibilities.

Is it off-the-job training?

Off-the-job training can take place very flexibly throughout the apprenticeship. This can be scheduled for every day, a day a week, in longer blocks (e.g. one week in every five) or in other creative ways. The stipulations are:

- The minimum off-the-job training hours have been met
- Has the individual begun their apprenticeship programme?
- Is the activity directly related to the apprenticeship standard or framework?
- Is the activity teaching new knowledge, skills and behaviours?
- Is the learning taking place within the apprentice's normal contracted working hours?

If all of these apply, it counts as off-the-job training.

Hybrid Classrooms

Learners will either attend classroom sessions in-person at our Manchester based Academy, or join us virtually on Zoom if your further afield.

For the session, they will need:

- A desktop/laptop computer that the employer provides
- Access to Adobe Software that the employer provides
- Download Zoom if joining remotely

[Zoom Download](#)



Assessment

On Programme

Your progress will be continually assessed using our online apprenticeship management system, Bud. Throughout your apprenticeship you will upload evidence to show that you have completed the activities that contribute towards the achievement of your apprenticeship.

[Apprenticeship Standard](#)

End-point Assessment (EPA)

Once you have gone through the gateway, you will start the EPA. This assessment will showcase the entirety of the knowledge, skills and behaviours you have developed during the programme.



Professional Development Programme

At Apprentify, our curriculum extends beyond the knowledge, skills and behaviours of the apprenticeship standard. We pride ourselves on developing well-rounded members of the modern workforce who are passionate about their work, eager to learn and make a positive contribution to any company and society.

We embed a wider curriculum into all our programmes that supports soft-skill development and ensures that apprentices are aware of the issues in modern Britain that affect them and those around them in the workplace. This extra support and guidance will mould apprentices into not only competent employees but also highly engaged and conscientious staff.



British Values

All schools, colleges and training providers have a duty to actively promote the fundamental British values of a functioning modern democracy. What are British values, and what are examples of the understanding and knowledge apprentices are expected to learn in the workplace?

Rule of Law

Rules promote a happy, safe and secure living and working environment. Examples are:

- Legislation
- Agreed procedures, policies and ways of working
- Codes of conduct
- How the law protects you and others

Individual Liberty

Protection of your rights and the rights of others you work with. Examples are:

- Values and principles
- Individuality, consent, choice and rights
- Dignity and respect
- Equality and human rights
- Personal and professional development

Democracy

Everyone should be aware of their rights and responsibilities that help to build a culture of freedom and equality. Examples are:

- Team meetings
- Joint decision-making
- Receiving and giving feedback
- The right to protest and petition
- Leadership and accountability

Respect and Tolerance

Respecting the ideas, beliefs and values of others while not imposing our own on others, including:

- Tackling discrimination
- Tackling bullying
- Embracing diversity
- The importance of religion, traditions, preferences and cultural heritage
- Recognise stereotyping, prejudice and labelling

Safeguarding and Additional Learning Needs (ALN)

Safeguarding and Prevent

Apprentify has a statutory requirement to ensure that all our apprentices are safe from harm and can learn in a secure environment. This is a responsibility of everyone involved in the apprenticeship programme, including employers and apprentices.

Safeguarding does not simply refer to physical harm. It can also be far less obvious and harder to recognise – abuse, neglect and wellbeing concerns are all examples of safeguarding concerns that you should be aware of and know how to respond to, both on behalf of yourself and on behalf of others.

The Prevent duty is part of the UK Government’s Counter-Terrorism Strategy (CONTEST) and is designed to stop people from becoming terrorists or supporting terrorism. It is a requirement of numerous public-facing bodies, including apprenticeship training providers, to develop knowledge of the signs of radicalisation and to ensure that learners understand how to report their concerns.

What does this look like in my apprenticeship?

Your Development Coach will support you and your employer in building awareness and applying safeguarding and Prevent in the workplace and in modern Britain. This will involve:

- Discussions during progress reviews
- Activities in virtual classrooms
- E-learning courses
- Real-life scenarios in coaching sessions
- External courses for Action Counters Terrorism (ACT) Awareness

Our Safeguarding Officers

To find out who our designated Safeguarding Officers are, click on the link below.

[Safeguarding](#)

What do I do if I have any concerns?

If you have any concerns, you can confidentially contact the Apprentify safeguarding team.

Cognassist

During the application process for apprenticeships, learners will complete a Neurodiversity Assessment, which will identify any neurodiversity needs. If the software identifies such a need, the learner will work with a dedicated Cognassist Tutor throughout the apprenticeship.

At the start of each month, learners will be provided with four strategies to support their learning and develop their understanding. Learners must aim to complete all four strategies every month. Once learners have completed the strategies, apprentices hold a monthly session with their Cognassist Tutor.

These are completed remotely with a Tutor, who will discuss each strategy and document feedback around the skills and actions, as well as the impact of, each module on Cognassist. While this is not mandatory, and you can opt out if you wish, this will support you with any identified learning needs throughout your apprenticeship.

Cognassist is a tool that assesses the neurodiversity of learners and provides strategies and activities for them to enhance their learning. Cognassist assesses capacity in the following domains:

- Verbal Memory
- Non-Verbal Memory
- Literacy
- Numeracy
- Visual Information
- Processing Speed
- Executive Function
- Verbal Reasoning
- Non-Verbal Reasoning



Get in touch

 juiceacademy.co.uk

 0161 520 0811

 contact@juiceacademy.co.uk



@TheJuiceAcademy