

# The Swarm Training Programme

Content Creator

Level 3



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.

## The Programme

This occupation is found in employers across all sectors. It is a role that can be found in both creative and non-creative industries. This can be in any business creating content to engage with its audience.

Employers can vary in size from micro businesses to multinational. The occupation is found in a very broad range of businesses, ranging from public, private and third sector employer. This may include charities, social media employers, digital agencies and broadcasters.

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.

They simplify and tailor a message to the audience to suit the purpose. These can be used across different platforms and channels. An interest in technology and creating content is a must.

In their daily work, an employee in this occupation interacts with a wide range of internal and external stakeholders throughout the end-to-end content creation process.

Typically, they are likely to interact with clients, marketing and digital teams, production teams, budget holders, contributors, artists and end users.

An employee in this occupation will be responsible for delivering high quality content on time and on budget that meets the brief. They need to be aware of the legal and regulatory framework and take this into account throughout the content development process.

A content creator would need to take into account ethical considerations and wider organisational policies. A content creator would typically report to a senior colleague within their functional area.

They are required to keep up to date with new technologies, platform developments and consumer trends.

**Level:** 3

**Duration:** 15 Months

**Delivery Model:**

- Hybrid of classroom workshops and remote webinars (depending on number of learners).
- One on One monthly mentoring and tutoring sessions to support in application of knowledge, skills and behaviours.
- Progress Reviews every 4 months.

## Knowledge

- K1: The principles and process of setting a budget to produce content.
- K2: The methods used to segment and understand core audiences and how to plan content for these.
- K3: Availability of data and its use to inform decision making when identifying channels, formats and platforms for content creation.
- K4: The end-to-end production workflow process for the organisation, the key stages, and own role within this
- K5: The regulatory and legal requirements when using media assets such as copyright, intellectual property rights, GDPR, web accessibility and non-disclosure agreements.
- K6: Personal and employer responsibilities regarding data protection and data sharing, the potential impact on a business and the regulations that cover this.
- K7: How to identify the commercial drivers for a client/customer.
- K8: The importance of brand, brand awareness, brand purpose, branding guidelines and the intended audience within a brief.
- K9: Where content creation fits within a marketing strategy.
- K10: How tone of voice can be adapted effectively to reflect the content.
- K11: How audiences and their behaviours differ across channels and platforms and the different communication styles that could be used.
- K12: How creative content can be used across multiple channels and platforms, and how the platform chosen affects the content production.
- K13: The different styles of writing that can be used according to the type of content, channel and platform required.
- K14: Correct use of grammar, punctuation, spelling and inclusive language.
- K15: The principles of writing persuasive copy for a person or group or to raise brand awareness.
- K16: The principles applied to create or capture visuals and audio when using standard packages and equipment.
- K17: Where to source, adapt and edit content from.
- K18: How to organise, structure and label content effectively, methodically and securely to enable efficient search and retrieval.

## Knowledge (Continued)

K19: How web pages are published and how the content can be optimised to ensure high rankings in search engine results.

K20: The importance of clearly articulating requirements and how this can influence priorities for a campaign.

K21: How communication styles can be adapted to suit different audiences.

K22: How to plan content delivery against the schedule.

K23: The principles for creating an effective campaign with measurable outcomes.

K24: The principles of mapping user journeys to ensure content is focused on maximising engagement.

K25: Ways/methods of engaging with audiences, how to respond to evolving situations, recognise potential threats/issues and when to escalate these.

K26: How to evaluate the success of the campaign against the objectives using available data.

K27: How to keep up to date with existing and evolving content tools, platforms, trends and talent.

K28: Approaches to managing and marketing own skills and services.

K29: The culture of the organisation in which they are working, the commercial pressures, project deadlines and organisational working practices.

K30: How the structures, regulation and funding of organisations affects creative media activities.

## Skills

- S1: Interpret the aims of the brief.
- S2: Research ideas and concepts to meet the brief.
- S3: Evaluate brand requirements and brand guidelines.
- S4: Prepare a mood board or other visual aid for the content to be created.
- S5: Present ideas, pitches and proposals for creative content to be further developed.
- S6: Storyboard and outline script their ideas for content to be developed.
- S7: Interpret data, consider its integrity and use it to inform content.
- S8: Develop accessible written content for different platforms and devices.
- S9: Apply best practice and inclusive language when creating content.
- S10: Write and edit copy or scripts for use on different channels and platforms.
- S11: Create or capture visuals and audio using standard packages and equipment.
- S12: Source, obtain and prepare media assets for use; using industry standard packages to adapt and edit content.
- S13: Use industry standard tools and content management systems to organise, structure and label content effectively, methodically and securely enabling efficient search and retrieval.
- S14: Identify and recommend the platform/s or channel/s to use for the media campaign.
- S15: Develop and maintain effective working relationships with clients, colleagues and suppliers, establishing and using professional contacts.
- S16: Engage and respond with audiences through social media, adapting content to respond to evolving circumstances.
- S17: Monitor user experience to ensure content is focused on maximising engagement.
- S18: Analyse the differences between audiences using audience segmentation techniques and data.
- S19: Use lessons learned to evaluate the success of the content and identify areas for improvement for future campaigns.
- S20: Use continuing professional development planning to support own current and future training and development needs.
- S21: Operate effectively within the production workflow to meet production timelines.

## Behaviours

B1: Committed to producing high quality creative content.

B2: Team-focussed and works effectively with colleagues and others.

B3: Acts in a way that builds and maintains positive relationships with customers.

B4: Takes ownership of work and strives to achieve quality content.

B5: Acts in a professional and ethical manner, embracing equality, diversity and inclusion in the workplace.

B6: Committed to keeping up to date with new technologies and industry best practice.

B7: Reflects on the results of the content created and identifies areas for improvement.

## Delivery Timeline

### Phase 1: On Programme Training and Learning

#### Developing the Knowledge

The knowledge training is primarily delivered via monthly virtual classroom workshops & webinars (where multiple people in an organisation are enrolled) or 121 via tuition. The content of this is based on the main knowledge outcomes above that provide a depth of understanding for the skills.

Employer collaboration/involvement is key to supporting some of the workshops/content as many will need to be bespoke to meet the employer specifics.

Resources and learning materials are provided.

#### Skills Development and Portfolio Building

Evidence to demonstrate the performance of knowledge, skills and behaviours will be supported via 121 tuition and mentoring with evidence collected via our E portfolio system.

The development of the skills aims will be done throughout the programme and evidence of performance will be gathered to create a showcase portfolio required by the End Point Assessment.

#### Reviews

Every twelve weeks the tutor will conduct a progress review with the learner and line manager to support in keeping the progress on track, identify any issues and plan the next phase of collaborative learning.

## Delivery Timeline (Continued)

### Phase 2: Gateway and End Point Assessment

When all learning has been completed and evidence in the portfolio has been gathered, the next process is to conduct the Gateway review. The gateway review is when the learner, employer and provider agree the learners readiness to progress to End-Point Assessment.

EPA Gateway requirements:

Completion of the off-the job learning components of the programme.

Confirmation from the employer that the apprentice is ready. It is recommended that the training provider is consulted by the employer to inform the decision.

Apprentices without Level 2 English and maths will need to achieve this level prior to taking end-point assessment. For those with an education, health and care plan or a legacy statement the apprenticeships English and maths minimum requirement is Entry Level 3 and a British Sign Language qualification is an alternative to English qualifications for those whom this is their primary language.

The EPA consists of 2 distinct assessment methods.

- Work-Based Project
- Professional Discussion

The EPA must be completed within a 20-week period, after the apprentice has met the EPA gateway requirements. Assessment methods can be completed in any order, allowing EPAOs flexibility in scheduling and cost-effective allocation of resources.

EPAOs must ensure that each assessment method is scheduled for an apprentice within their maximum 20-week EPA period. It is recommended that the professional discussion and examination components be completed on the same day however this is not a requirement. The full details of the end assessment plan can be found on institute of apprenticeships website.

### Employer Support

- Dedicated Senior Account Manager
- Quarterly Cohort Reviews with Senior Account Manager
- Employer Showcase in Swarm media and news
- Access to view Learners progress via our E-portfolio

Full Apprenticeship Cost Per Learner: £8000 (Maximum Funding Band)