

APPRENTICESHIP STANDARD
OCCUPATION: Junior Content Producer

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. 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 World Wide Web, 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. They can work in advertising, marketing or digital agencies, or in interactive roles for broadcasters. Junior Content Producers may progress into Content Creation/Development roles at more senior levels across the industry, including with digital agencies, broadcasters and publishers.

SKILLS & KNOWLEDGE REQUIRED OF A JUNIOR CONTENT PRODUCER

WORK ASPECTS	SKILLS: A Junior Content Producer is able to:	KNOWLEDGE & UNDERSTANDING: A Junior Content Producer knows and understands:
Content Planning	<ul style="list-style-type: none"> • Interpret the objectives of the client’s/customer’s brief • Research ideas and concepts to meet the brief • Analyse the differences between media campaigns aimed at retention, acquisition and conversion of customers for clients • Identify & recommend the appropriate platform/s or channel/s to use for the media campaign • Present ideas, pitches and proposals for creative content to be further developed • Ensure that the content being developed is organised, structured and labelled effectively and in a logical manner that allows for efficient search and retrieval 	<ul style="list-style-type: none"> • How to identify the commercial drivers for a client/customer • The importance of brand, brand awareness and the intended audience within a brief • How print and digital audiences differ and the different communication styles that could be used • How creative content can be used across channels and platforms • How to work within a budget allocation for a brief • Where content creation fits within a marketing strategy • The applicability of emerging technologies, standards and trends to a campaign • How to select/create a metadata schema to classify content for storage
Content Development	<ul style="list-style-type: none"> • Storyboard and outline script their ideas for content to be developed • Operate effectively within the production workflow • Obtain media assets for use within content creation • Ensure content is accessible to all end users and language best practice is applied • Develop and maintain effective working relationships with clients, colleagues and suppliers • Understand the user experience to ensure content is focused on maximising engagement 	<ul style="list-style-type: none"> • The different styles of writing that can be used according to the type of campaign • How to establish the appropriate tone of voice for the campaign • How to write text for a non-linear medium • Understand the end to end production workflow process and the key stages, and own role within this • The regulatory and legal requirements when using media assets such as copyright, intellectual property rights, web accessibility etc • Understand the principles of negotiation and how to apply these when acquiring channel and platform space or time.

Content Creation and Evaluation	<ul style="list-style-type: none"> • Write and edit copy for use in print and online • Capture images and audio using basic video, still cameras and audio equipment • Use industry standard packages to edit and post produce content • Prepare media assets for use • Manage media assets correctly, within agreed taxonomies and file types • Optimise webpage content to ensure high rankings in search engine results • Use industry standard tools and content management systems to manage content • Assist in hosting message boards and engaging with audiences through social media • Respond to audience feedback in a timely and appropriate manner • Use lessons learned to evaluate the success of the campaign and identify areas for improvement for future campaigns 	<ul style="list-style-type: none"> • A comprehensive grasp of grammar, punctuation and spelling • How to write copy that persuades a person or group or raises brand awareness • How to capture video, pictures, graphics and sound from various formats, in preparation for non-linear editing • How the editing approach affects the production of the content • How to identify and manipulate media assets from various sources • How to securely store and access media assets • How to archive, conserve and preserve images • How to use search-engine optimisation techniques • How to publish web pages using mark-up and style sheets • How to segment and understand audiences • How to gather data to evaluate the success of the campaign against the client/customer objectives
Industry Awareness	<ul style="list-style-type: none"> • Develop, maintain and use professional networks • Develop and maintain own competence and knowledge in specialist areas • Follow health and safety procedures in the workplace 	<ul style="list-style-type: none"> • The culture of creative media organisations • Commercial pressures, project deadlines and organisational working practices • How to manage and market their own skills and services

Behaviours

Junior Content Producers will be expected to demonstrate:

- A passion for creating content for creative and digital media
- An ability to work effectively both individually and collaboratively as part of a team
- The ability to build and maintain positive relationships with customers
- A strong work ethic and commitment in order to meet the standards required
- Recognition and compliance with equality and diversity in the workplace

Level

This apprenticeship is set at level 3.

Qualifications

Individual employers will set their own entry requirements, but this will typically include English and Maths at GCSE Grade C or above. Apprentices without English or Maths Level 2 must achieve this prior to taking the end point assessment.

Duration

This apprenticeship will typically take 12 - 18 months to complete.

Review

This Standard will be reviewed in 3 years. However, due to the fast pace of change in the industry, this may be required sooner.