



CONTENT CREATOR LEVEL 3

A Content Creator (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.

WHY CHOOSE INSPIRE ATA?

We work with high-quality training providers to deliver a wide range of training programmes through a blended learning approach that is tailored to each learner’s needs. Inspire ATA recruits and employs each apprentice on behalf of the “host” client, enabling us to offer additional support and a better experience for both apprentice and client. We can also offer flexi-job apprenticeships which means we are able to offer short term contracts and other non-standard employment models.

- TOTAL DURATION:** 19 MONTHS
- PRACTICAL PERIOD:** 16 MONTHS
- EPA PERIOD:** 3 MONTHS
- EPA ORGANISATION:** 1ST FOR EPA
- ASSESSMENT METHOD:** KNOWLEDGE TEST

KNOWLEDGE, SKILLS AND BEHAVIOURS THE CORE SKILLS TO BE DEVELOPED INCLUDE:

- 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.
- Learning how to identify the commercial drivers for a client/customer.
- Learning the importance of brand, brand awareness and the intended audience within a brief.



CONTENT CREATOR

KNOWLEDGE

- 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.
- How to select/create a metadata schema to classify content for storage.
- 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.
- Understand the end to end production workflow process and the key stages, and own role within this.

SKILLS

- 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.
- Ensure that the content being developed is organised, structured and labelled effectively and in a logical manner that allows for efficient search and retrieval.
- Operate effectively within the production workflow.
- Use lessons learned to evaluate the success of the campaign and identify areas for improvement for future campaigns.
- Assist in hosting message boards and engaging with audiences through social media.
- Optimise webpage content to ensure high rankings in search engine results.
- Manage media assets correctly.

BEHAVIOURS

- 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

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