

L3

> Apprenticeship



DIGITAL
Skills Solutions

JUNIOR CONTENT PRODUCER

Creating content for a wide range of media, including digital, social media, broadcast and print.

> **Duration**

Typically 12 - 18 months

> **Route**

Creative and design

THE ROLE

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.

FOR MORE INFORMATION, CONTACT US

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92%

of our apprentices gain full-time employment



Roles/occupations may include:

- > Content Creation/Development
- > Designer
- > Broadcaster
- > Publisher
- > Journalist



Key responsibilities are likely to include:

- > Writing and editing copy for use in print and online
- > Capturing images and audio
- > Storyboarding their ideas for content to be developed
- > Interpreting the objectives of the client's/customer's brief



Progression

- > Junior Content Producers may progress into Content Creation/Development roles at more senior levels across the industry, including with digital agencies, broadcasters and publishers.



Entry requirements

- > 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
- > Successful interview



Application process

To find out more or speak to us about vacancies, please [CONTACT US](#)