Ofsted Good Provider

OXFORD PROFESSIONAL EDUCATION

Content Creator Apprenticeship

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Through the Content Creator Apprenticeship, you will create written and audio-visual content that can be used across a variety of platforms and media. You will learn how to write and edit copy, how to tailor messaging to maximise audience engagement, and how to evaluate the effectiveness of your content.

As a Content Creator Apprentice, you'll collaborate with a spectrum of stakeholders, including clients, marketing teams, and end users, navigating the journey of content creation from inception to delivery.

Who Is It For

The Content Creator Apprenticeship is designed for marketers in junior social media roles. Upon completion, you will have the ability to create compelling content that resonates with audiences while contributing effectively to organisational objectives.

"Oxford Professional Education have been really helpful in supporting my learning. My tutor is so engaging in sessions and she is always happy to answer any questions I have, as well as taking a different approach to content if I need extra support. The 1-1s and progress reviews the OxPE offer are really helpful and give me the extra support I need now and again.

An apprenticeship is a great way to earn and learn! My advice is to don't be afraid to ask as many questions as possible. Be a sponge and take in all the info you can whilst you have the opportunity!"

Lucy Brogan

Apprenticeship Structure & Delivery

Months 1 & 2	The Creative Industry
Month 3	Marketing Strategy
Month 4	Technical Marketing
Month 5	Content Development
Month 6	Production Workflow
Month 7	Copy Creation
Month 8	Media Production
Month 9	The Web
Month 10	Data Segmentation
Month 11	Gateway Preparation
Month 12	Gateway Readiness Meeting
Months 13 - 17	End Point Assessment
Month 18	Completion of Apprenticeship

Our apprenticeships are delivered through a blend of virtual and face to face sessions, led by subject specialists. Our flexible delivery mode and small cohort sizes enable us to tailor apprenticeship programmes to your unique requirements.

Details Of The Programme

Upon completion of the apprenticeship, Content Creators will gain the following knowledge and skills, and will be able to exhibit the following behaviours:

Knowledge

- **Compelling Copywriting –** Knowledge of the principles of writing persuasive copy, as well as correct use of grammar and punctuation, and the different styles of writing required for different channels.
- **Content Creation and Development –** Understanding how to create an effective campaign with measurable outcomes, how to map user journeys, and how to engage with audiences.
- **Evaluation and Adaptation –** How to assess the success of the campaign against the objectives using available data.

Skills

- **Research and Presentation Skills -** Research ideas and concepts to meet the brief, and present ideas, pitches, and proposals for creative content to be further developed.
- **Content Development -** Write and edit copy, create, or capture visuals, and prepare media assets for use.
- **Content Management and Analysis -** Monitor user experience, respond to engagement with content, and identify areas for improvement for future campaigns.

Behaviours

- **Collaboration and Relationship Building –** Build and maintain positive relationships with customers, while working effectively with colleagues.
- **Commitment –** Demonstrate a commitment to producing high quality creative content and keeping up to date with new technologies/trends.
- **Professionalism and Ethics -** Act in a professional and ethical manner, embracing equality, diversity and inclusion in the workplace.

Entry Requirements

GCSEs at grade 4-9 (A-C) or above (or equivalent) including Maths and English.

Assessment

During Your Apprenticeship

You will be required to provide evidence of activities to demonstrate a variety of knowledge, skills, and behaviours required by the apprenticeship.

End Point Assessment (EPA)

Your EPA will showcase the knowledge, skills, and behaviours you have attained during your programme. The EPA consists of 2 distinct assessment methods: a Project Report and Presentation & Questioning.

Career Progression

The Content Creator Apprenticeship with Oxford Professional Education will equip you with the essential skills to embark on a dynamic journey in content creation and social media management.

This apprenticeship can support career progression towards the following roles:

CREATIVE DIRECTOR
Average full-time salary **£86,000**

PRODUCTION MANAGER
Average full-time salary **£39,000**

SOCIAL MEDIA MANAGER
Average full-time salary **£35,000**

CONTENT WRITER
Average full-time salary **£25,000**

About Oxford Professional Education

We are a global education provider that delivers exceptional training and support across a range of industries, including project management, marketing, procurement, management, and HR. As an Ofsted Good provider, we deliver a wide range of exceptional apprenticeships that focus on adding real value to businesses and upskilling employees.

With over twenty years of experience delivering professional qualifications, we're passionate about empowering individuals with the knowledge and skills they need to succeed in today's ever-changing business.

Contact Us

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