



JUNIOR CONTENT PRODUCER

LEVEL 3
15 MONTHS
FUNDING BAND 10



On this Junior Content Producer Level 3 apprenticeship programme, learners will be capable of effectively capturing, creating and developing content and have an understanding of the media landscape, giving organisations the advantage of targeting potential customers effectively. The course is engaging and practical and will enable people to successfully perform in dynamic and creative environments.



EMPLOYERS THAT WE WORK WITH:











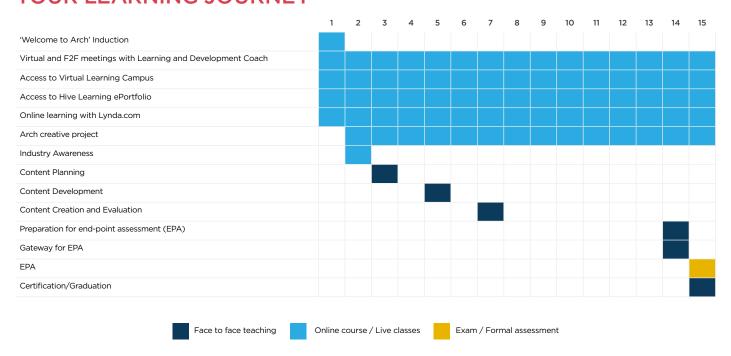








YOUR LEARNING JOURNEY



ABOUT ARCH APPRENTICES

- Arch was first developed by the Blenheim Chalcot group to supply digital talent to their fast-growing start-ups. The programme soon grew and began providing apprentices to external clients - one of the first being Google.
- We have led on the creation and delivery of a number of apprenticeship programmes including the first digital marketing apprenticeship.
- In 2016, Ofsted rated us 'Outstanding' in every area making us one of the top 5.6% of all independent learning providers.
- We're one of the fastest growing providers in the UK and recently won the exclusive rights to deliver finance and HR apprenticeships across Civil Service Learning, and also chosen as approved providers across the public sector for a selection of apprenticeships.

WHAT'S INCLUDED IN THE APPRENTICESHIP?

20% of the apprenticeship must be done away from the apprentices' work to count towards their off-the-job training - this can be a mix of face to face and virtual classrooms, projects, distance learning and meetings with their dedicated Learning and Development Coach.

Qualifications included:

• Junior Content Producer Level 3 Apprenticeship

PRE ENTRY REQUIREMENTS

 Must already have English and Maths GCSEs at Grade C (4) or above and preferably a total of five GCSEs.

THE PERSON YOU'LL HAVE AT THE END OF THE APPRENTICESHIP WILL:

- Interpret the objectives
 of the client's/customer's
 brief.
- Research, analyse and collate information to inform short-term and long-term digital communications.
 - ✓ Recommend the appropriate platform/s or channel/s to use for the campaign.
 - Storyboard and script their ideas for content to be developed.

- Understand the user experience to ensure content is maximising engagement.
- Capture images and audio using basic video, still cameras and audio equipment.
- ✓ Use industry standard packages to edit and post produce content.







