



The British Institute
of Recruiters

Junior Content Producer

Apprenticeship Standard for Level 3

Including Dot Native & Google Analytics

The Junior Content Producer Level 3 Apprenticeship is an exciting new role for those wanting work in the creative industries

Bespoke Content

Our Junior Content producer standard includes engaging and relevant content to help you keep up to date with trends and developments across the industry. This includes external certified qualifications alongside quality content and delivery materials produced by our highly skilled trainers.

Who is it for?

Copy and Content Producers, Junior Digital Marketing roles, Digital 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.

Key Responsibilities may include

Developing and creating content across a variety of media from print to social media platforms. They will research, prepare and develop content to meet a set brief showing a strong awareness of the client’s brand and customer base.

How you will learn

You learn using a perfect blend of face to face and online training. L&D trainers will come to your workplace or deliver electronic based training sessions to support you each month.

The course is perfect for those who wish to minimise disruption to their working day. With just a few hours a week you will enjoy rich learning that will positively impact how you work. Online material and courses are also provided using our state of the art distance learning platform called StudyCourse. Studycourse helps you stay on track and manage your learning experience, making it enjoyable and easy to follow.

The British Institute of Recruiters will also grant Fellow status (fBloR) to you, with a years free membership when you complete the course.

You will also earn your Dot Native Certificate and Google Analytics IQ qualifications as part of the Standard.

Introduction

This Apprenticeship will typically take 12-18 months to complete and will depend on previous experience by the individual. It will provide a well-rounded introduction into content production roles within the digital creative industries (including media, advertising, marketing communications and broadcast) and also for creative roles in non creative industries. The standard comprises the core skills and knowledge needed to be competent in the role and to be able to develop and create exciting content and materials including Content planning, Content



development, Content creation and evaluation stages. This will also ensure your industry awareness is up to date and you can adapt to latest development and trends across the sector.

This standard has been designed to provide access for development opportunities for as wider range of individuals as possible. So whether you are just starting your career or have vast experience within the role this standard will support your areas of development and allow you to improve your skills and knowledge as required.

The assessment approach is critical being robust, challenging and testing, and will ensure that you meet the skills, knowledge and behaviour outcomes as defined in the standard, whichever Training Provider is delivering the standard, and whichever Independent Assessment Organisation undertakes the End Point Assessment.

The approach has been designed to be:

- **Appropriate, relevant, and feasible in a wide range of contexts**
- **Consistent across these contexts**
- **Affordable and Manageable based on the number of potential learners**

Summary of Assessment

On-programme learning should ensure that the apprentice has the opportunity to develop the skills, knowledge and behaviours required; each individual employer will determine how this is delivered in line with the Standard and Assessment Plan. The apprentice will spend a minimum of 12 months on-programme, gaining appropriate skills, knowledge and behaviours, in either: an advertising agency, a digital agency, a broadcaster or other employer in the creative and digital media industry, or in a creative role in a non creative industry.

The apprentice must maintain a portfolio of evidence of their on-programme work to be used for reference in the professional discussion element of their end point assessment. Examples of items to keep include: story boards, pitches, observations, reflective statements, peer reviews, witness testimonies, products including voice recordings, web content, film, art work, copy, reports, photographs, blog postings and Q&A. They could also keep a reflective diary or blog containing notes and dates of key achievements throughout the apprenticeship. This will provide a good record of progress for both the apprentice and the employer, and provide evidence to ensure learning is taking place. A mentor for the apprentice is not a mandatory requirement of the apprenticeship delivery, but they may be provided in a larger organisation.

The Training Provider and the line manager/mentor should discuss the apprentice's progress on regular occasions to ensure there is an integrated approach when assessing practical skills throughout the continual on-programme period. The Training Provider will work with the employer to ensure ongoing progress reports are created for the apprentice.



The decision to Gateway to the End Point Assessment will be taken by the line manager (employer) and apprentice with input from the Training Provider.

Synoptic End Point Assessment

The End Point Assessment will test the entire standard and will be undertaken as follows:

- **Workplace Observation** looking for all Skills and Behaviours within the standard
- **Assessment of Set Brief Test** issued by the End Point Assessment Organisation
- **Professional Discussion** looking for the development within the course duration and knowledge areas

The End Point Assessment requires apprentices to demonstrate they have achieved the standard.

On-programme assessment

Regular Assessment involving employer and training provider

Development of a portfolio demonstrating learning and development within the workplace

Successful completion of Dot Native and Google Analytics online courses

Gateway to End Point Assessment

Employer and training provider agree the apprentice meets the requirements of the standard

Involving a range of assessment tools:

- **Practice knowledge questions**
- **Competency Based Interview**
- **Practice Set Brief Tests**
- **Assessment of portfolio evidence**
- **Professional Discussion**

Successful individuals gain

An industry designed apprenticeship

Individual accredited qualifications

Option for professional registration with relevant professional body



Assessment overview, area, assessed by and weighting

Observation – Carried out within the workplace looking for all skills and behaviours covered within the standard. Focusing on planning, development, creation, and evaluation stages - **Independent Assessment Organisation – 25%**

Set Brief Test - This will take place away from the normal place of work where the Apprentice will have 3 hours to research and prepare their pitch for presentation. The Set Brief will contain the research materials, client brief, resource and budget information and project timelines to test an apprentice's ability to respond to a commission, and develop a pitch idea in a short timescale. - **Independent Assessment Organisation – 30%**

Professional Discussion - Questions during the interview will draw out topics and issues including; how they made key decisions on the content they have produced, how their role in a campaign helped to meet the needs of the client/customer brief and how they worked with their employer organisation and immediate team. It covers what the Apprentice has done and how they have done it, reflecting on their performance throughout the Apprenticeship and where they might have approached things differently – **Independent Assessment Organisation – 45%**

On Programme Assessment

This is typically a 12 – 18 month apprenticeship with an integrated approach to the assessment of knowledge skills and behaviours.

The on programme assessment approach will be agreed between the training provider and the employer. The assessment will give an ongoing indication of performance against the final outcomes defined in the standard. The training provider will need to prepare the apprentice for end point assessment, which may include preparation for the interview, collation of the portfolio and development towards the set brief test.

The programme will cover the breadth and depth of the standard using suggested on-programme assessment methods that integrate the knowledge, skills and behaviour components, and which ensure that the apprentice is sufficiently prepared to undertake end point assessment.

The on programme assessment includes:

Regular performance reviews with training provider and employer



Development of portfolio evidence including assignments, evidence of tasks and demonstrations

Completion of the accredited Dot Native and Google Analytics qualifications

Observations (by the training provider)

Ongoing professional discussions between the apprentice and training provider relating to projects and assignments

Feedback from the line manager, direct reports and peers.

The portfolio evidence will demonstrate the skills, knowledge and behaviours learned and applied. Assessment will monitor ongoing performance of the apprentice and the training provider and employer must support the apprentice and provide guidance as required.

Apprentices without a level 2 or equivalent Maths and English qualification will need to achieve this prior to taking the end-point assessment. It is also recommended that the apprentice is supported to become digitally literate throughout the duration.

The programme and assessments will be clearly mapped to standard by the training provider to show the outcome will be met.

Assessment Gateway

The line manager (employer) will make the decision as to when the apprentice is ready, based on their being competent and performing in their role. This decision will be supported by input from the training provider.

End Point Assessment

Following the successful completion of the Gateway, the training provider will submit the candidates details to the Independent Assessment Organisation.

What will be assessed?

The knowledge, skills and behaviours required of a junior content producer as set out in the standard will be assessed during the End Point Assessment.



How will it be assessed?

Observation

The Assessor will carry out the observation in the apprentice's usual workplace. The Assessor will mark and grade the Observation in advance of the Set Brief Test and Professional Discussion elements of the End Point Assessment. This observation will be for between 3 and 4 hours and will test the apprentice's knowledge and skills developed in creating content, using media assets and storing content correctly. The observation will be of naturally occurring real work; due to the nature of the role apprentices will be using the skills, knowledge and behaviours specified as core to their role. If on the actual day of the observation the apprentice is not able to show the full range of KSBs required then this will be picked up at the professional discussion stage. They will be advised of the date in advance of the Assessor's visit to ensure they have reserved appropriate project tasks to work on during the observation. The End Point Assessment Organisation will produce an Observation Checklist for Assessors to use to ensure consistency in assessment of candidates. Skills, Knowledge and Behaviours to be tested are:

Skills

Capturing images and audio to create content:

- Demonstrating how to operate media content capture equipment in a studio and/or on location in preparation for editing
- Monitoring the technical quality to identify any problems during the capturing process
- Writing and editing copy for use in print and/or online
- Using industry tools and editing techniques to create a narrative by: Selecting footage for editing, identifying the reasons for choice, Cutting material and integrating material from different sources as appropriate .
- Reviewing edited material to ensure appropriateness for the target audience, house style and platform
- Selecting clips and structuring audio in a way which tells a story clearly, accurately and fairly
Selecting edit points which create a smooth transition in the material to achieve required effects
Using sound effects and acoustic effects appropriately
- Using content management systems to manage media assets and store these correctly to include:
 - Labelling and storing materials accurately following organisational protocols
 - Demonstrating how to publish web pages using mark-up and style sheets
 - Demonstrating how to use search engine optimisation techniques



Knowledge

- Explaining the key stages in an end-to-end workflow process for developing creative media content Explaining how to ensure that content is accessible to all intended audiences
- Describing how to produce content that is focused on maximising engagement with intended audience
- Explaining how to write text for a non-linear medium
- Describing the regulatory and legal requirements when using media assets such as copyright, intellectual property rights, web accessibility etc.

Behaviours

- An ability to work effectively both individually and collaboratively as part of a team
- Recognition and compliance with equality and diversity in the workplace
- Following health and safety procedures in the workplace

Set Brief Test

The Set Brief will be given to the apprentice on the morning of the assessment day; the apprentice will then be allocated 3 hours to research and prepare their pitch for presentation. For example, this involves developing a media campaign for a new product, developing supporting content for another product e.g.TV/Radio programme or to develop a new creative concept such as characters. The Set Brief will contain the research materials, client brief, resource and budget information and project timelines. The Set Brief test has been selected as an assessment method, to test an apprentice's ability to respond to a commission, and develop a pitch idea in a short timescale; replicating working conditions. The End Point Assessment Organisation will develop a range of set briefs to ensure consistency of assessment.

It will test the following Skills, Knowledge and Behaviours from the Standard:

Skills

- Interpreting the client brief and identifying the key audience for the media campaign
- Developing ideas and concepts to meet the brief
- Storyboarding and outlining script their ideas for content to be developed
- Identifying opportunities to exploit an idea across various platforms and recommending the appropriate platform/s or channel/s to be used
- Using appropriate pitching/ persuasive presentation skills when presenting the idea to be developed



Knowledge

- How to identify the commercial drivers for a client/customer
- The importance of understanding the brand, brand awareness and the intended audience for the brief
- How print and digital audiences differ and the different communications styles, platforms and channels that could be used
- How creative content can be developed and used across different channels and platforms
- How new technologies, standards and trends could be used within the campaign
- How to work within the limitations of resources, budgets and the timescale for the brief

Behaviours

- A passion for creating content for creative and digital media
- The ability to remain calm and think creatively within limiting parameters

Professional Discussion

Questions during the interview will draw out topics and issues including; how they made key decisions on the content they have produced, how their role in a campaign helped to meet the needs of the client/customer brief and how they worked with their employer organisation and immediate team. It covers what the Apprentice has done and how they have done it, reflecting on their performance throughout the Apprenticeship and where they might have approached things differently (using work examples from the portfolio for reference). This enables this element of the end point assessment to include a broad range of skills and behaviours, such as critical thinking and problem-solving, internal and external relationships, communication skills and business/commercial understanding. This will ensure that consistent approaches are taken and that all key areas are appropriately explored.

The Skills, Knowledge and Behaviours from the Standard to be tested by the professional discussion are:

Skills

- How to manage and market their own skills and services
- Verbal communication and presentation skills
- Evidence of developing realistic proposals within the available resources, budget and timescales



Knowledge

- Wider industry awareness and the culture of creative media organisations
- The commercial pressures, project deadlines and organisational working practices within creative media
- The principles of negotiation and how to apply these when acquiring channel and platform space or time
- The importance of content creation and how and when to evaluate the success of the content developed
- How to segment and understand audiences
- How to gather data to evaluate the success of the campaign against the client/customer objectives
- 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

Behaviours

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

Who will assess it?

The selected Independent Assessment organisation will be responsible for all aspects of the End Point Assessment.

The Observation, Set Brief Test and Professional discussion are reviewed against the standard, to ensure that the apprentice has demonstrated the full range of skills, knowledge and behaviours detailed in the standard. During this process the independent assessor will be able to ask for further information from the apprentice, employer or training provider if required.

The End point Assessment comprises a range of assessment methods to build in rigour and ensure that all components of the standard have been fully tested and met. Guidance will be provided on possible Learning Outcomes and Assessment Criteria.

There will not be a panel of assessors – there will only be one independent assessor involved and they will make the final decision as to whether the standard has been met or not and the apprentice has passed.



End Point Assessment Final Judgement

The Independent Assessor will make the final judgement as to whether the apprentice has fully met the requirements of the standard.

The Independent assessor will be from an organisation that is on the Register of Apprentices Assessment Organisations. It is expected that there will be a number of different organisations on the Register able to undertake the End Point Assessment.

End Point Assessment Grading

The independent assessor will undertake the final assessment and grading. Marks will be allocated across the areas being assessed with a maximum possible mark of 100.

Apprentices will be awarded a pass, distinction or fail. The apprenticeship grade will be based on the outcomes of the three end-point assessment components:

1. Observation 2. Set Brief Test 3. Professional Discussion

The combined score for the three assessment components will determine if a higher grade is awarded. A grade above pass means the apprentice has demonstrated a level of performance over and above the standard.

Grading boundaries have been set as follows:

Fail: pass score not achieved, and full competence against the Standard not demonstrated
Pass: achieved the pass score of 55% by passing all components, full competence against the Standard demonstrated

Distinction: score between 75-100% significant performance above the standard

Apprentices will be provided with pass requirements and grade descriptors for each End Point Assessment method as part of the guidance materials supplied by the Assessment Organisation and will be advised by the training provider throughout their Apprenticeship as to what is required of them to achieve a Distinction.



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