



# Content Creator apprenticeship.



for a  
better  
tomorrow

Content creators produce engaging videos, images, and articles to promote brand messages across digital and traditional media using customer research to develop ideas that bring the brand's personality to life. This creative role prepares apprentices for marketing and media careers across various industries.

Level 3	Subject area: Business and Digital	Duration: Up to 15 months + 3 month assessment period	Delivery mode: Online in the workplace
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## What knowledge and skills will an apprentice learn?

Apprentices will learn through online workshops and one-to-one sessions with a Get Set UK Learning Development Mentor and specialist trainers, covering:

- How to plan and set budgets to create content efficiently and cost-effectively.
- How to segment and understand target audiences to plan content that connects.
- Using data to choose the right channels, formats, and platforms for content creation.
- The full content production process from concept to delivery.
- Legal essentials like copyright, GDPR, and web accessibility when using media assets.
- Personal and employer responsibilities around data protection, sharing, and the regulations that keep businesses compliant.

## What experience will the employer need to provide?

The apprentice will need to have the opportunity to regularly carry out the following tasks:

- Research ideas to bring briefs to life.
- Understand brand requirements and follow brand guidelines.
- Create mood boards or visual concepts to inspire content.
- Pitch creative ideas.
- Develop storyboards and script outlines.
- Write accessible content tailored for different platforms and devices.
- Use data insights to craft content that makes an impact.

## What is involved in the end-point assessment (EPA)?

- Project or campaign evaluation report, presentation of additional /new content and questions
- Professional discussion underpinned by a portfolio of evidence



## Start your apprenticeship journey today.

Call our dedicated apprenticeship team on **01268 270 648** or email us at [apprenticeships@getsetuk.co.uk](mailto:apprenticeships@getsetuk.co.uk)



## Cost/funding band

Free for learners

Employers: £10,000 - up to  
100% government-funded



## Job roles

- ✓ Content Assistant
- ✓ Content Creator
- ✓ Junior Designer
- ✓ Social Media Assistant
- ✓ Marketing Assistant



## SCAN ME

For more info

