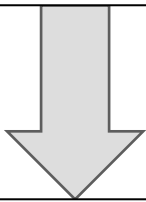


Content Creator Level 3 Course Summary

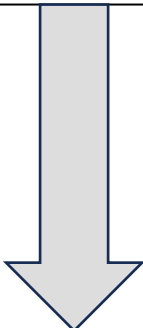
Months 1 -6

You will be learning skills and gaining knowledge including mapping the customer journey, brand awareness and objectives, audience demographics, campaign briefs and budgets, regulatory and legal requirements and planning and developing written and audio/visual content. This will enable you to contribute to a campaign or project, using the right platforms to reach the target audiences and maximise engagement leading to increased revenue, brand awareness and other identified objectives. Advice and support will be provided for you to enhance current campaigns to maximise results.

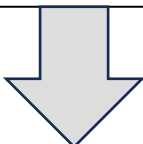


Months 7-12

You will continue to gain new knowledge and skills including managing content, search engine optimisation and evaluating and improving content. You will be using your new knowledge and skills to contribute to a project/campaign and complete a portfolio of evidence from this. You will be monitoring and evaluating how effective the project/campaign is and looking at ways to improve this from the data analysis. You will be gaining experience in professional discussions, pitching and enhancing your communication skills.



Enter the EPA (End Point Assessment) Gateway

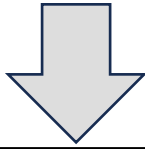


Examples of Projects and Campaigns:

- Writing and producing a new company video, including filming and editing the footage.

This could be anything from a promotional video to an explainer video.

- Creating and sharing a social media campaign for a chosen product or service.
- Using virtual reality or augmented reality to support a marketing strategy.
- Producing a podcast and associated content to promote it.
- Creating content for a promotional campaign for your organisation (or for a client if you work in an agency).
- Working with another team or department to produce content for an event



Upon entering the gateway, an evaluation report (1500 words) of the project/campaign must be completed and submitted by the end of the 4th week.

A presentation with speaker slides must be prepared when the project/campaign evaluation is completed, also submitted by the end of the 4th week of entering the gateway. This builds on the project or campaign evaluation report.

The portfolio is submitted ready for the Professional Discussion.

The presentation with speaker slides should include:

- new content that has been developed.
- pitch your recommendations and explain the expected impact of the new content.
- justify how you considered the most appropriate delivery platform.
- reference the evidence used to inform the recommendations.
- produce and present a mood board or other visual aid.
- produce and present a storyboard and outline script ideas to support content production.
- describe the lessons learnt

Format of the Evaluation Report

- An introduction
- Analysis of the performance of a project/campaign against the original brief and branding requirements.
- Data or evidence used as a base for future improvements. This should include consideration of user experience, audience segmentation, the use of platforms, and budget requirements.
- A summary of findings including lessons learnt.
- Appendices, which include as a minimum, completed customer journey mapping and a copy of the original brief.
- Project mapping document, showing your report evidences the criteria mapped to this assessment method.

A minimum of 2 weeks after submission, the EPA takes place. This will have been booked and must be within the 3-month EPA period.

EPA1 – Project or Campaign Evaluation Report and Presentation

EPA2 – Professional Discussion underpinned by a portfolio of evidence

These usually take place on the same day with a break between them.

Format of the Professional Discussion:

A professional discussion is a conversation rather than question and answer session. The assessor will ask at least 7 questions. This lasts 60 minutes and will be based on the portfolio that is submitted at the gateway stage.

Example Questions:

- What legal and regulatory requirements do you need to consider when developing content for your organisation?
- Tell me how you create content that is relevant to your audience.
- How do you adapt your tone of voice across different platforms/when communicating with different audiences?
- Explain how you publish a web page and how you ensure it is optimised for search engines.

Questions will include topics such as:

- Legal and regulatory requirements
- Producing written content
- Producing audio-visual content
- Planning for content production
- The importance and methods of collaboration
- How to keep your Continuing Professional Development (CPD) up to date

Your portfolio of evidence may include:

- content created or showreels
- work products
- contributions or responses to briefs
- reference materials and research undertaken
- workplace documentation or materials you have created
- colleague feedback or witness statements.

On average, the portfolio should contain 10 pieces of evidence.