

## Qualification Specification

### A2A Training: End Point Assessment Content Creator Level 3

<b>Qualification Title</b>	<b>A2A Training: End Point Assessment Content Creator Level 3</b>
<b>Ofqual Qualification Number:</b>	<b>610/3732/1</b>
<b>Guided Learning Hour - GLH</b>	<b>182</b>
<b>Total Qualification Time - TQT</b>	<b>364</b>
<b>Minimum Age</b>	<b>18</b>
<b>Qualification Purpose Summary</b>	<b>This qualification is designed for learners who work in content creation.</b>
<b>Grading</b>	<b>Pass, Merit Distinction or Fail</b> <b>See grading details on the Assessment Plan</b> <a href="#">Content creator / Institute for Apprenticeships and Technical Education</a>
<b>Assessment Methods</b>	<b>Project or campaign evaluation report, presentation of additional/new content and questions.</b> <b>Professional Discussion underpinned by a portfolio of evidence</b>
<b>Apprenticeship Standard Links</b>	<b>This qualification once achieved shows the learner has met the requirements of the assessment plan for the standard:</b>  <b>ST0105 Content Creator Apprenticeship.</b>

Please ensure that you use the most up to date version of this document by downloading from the website. In the event of a conflict between this document and the assessment plan published by the Institute for Apprenticeships and Technical Education then the latter takes precedence.

[Content creator / Institute for Apprenticeships and Technical Education](#)

### Content Creator Level 3

#### **Aims and Objectives**

This occupation is found in employers across all sectors. It is a role that can be found in both creative and non-creative industries. This can be in any business creating content to engage with its audience.

Employers can vary in size from micro businesses to multinational. The occupation is found in a very broad range of businesses, ranging from public, private and third sector employer. This may include charities, social media employers, digital agencies, and broadcasters.

The broad purpose of the occupation is to develop and create written and audio-visual content that can be used across a variety of platforms and media. This may include social media, broadcast or in print.

A content creator works to a brief. They research, prepare, and develop the messaging to maximise audience engagement. They capture the strategy and objectives of the brand and needs of the customer, client, or business.

The content they create can be used as part of media, advertising, documenting, and marketing campaigns.

They simplify and tailor a message to the audience to suit the purpose. These can be used across different platforms and channels. An interest in technology and creating content is a must.

In their daily work, an employee in this occupation interacts with a wide range of internal and external stakeholders throughout the end-to-end content creation process.

Typically, they are likely to interact with clients, marketing and digital teams, production teams, budget holders, contributors, artists, and end users.

An employee in this occupation will be responsible for delivering high quality content on time and on budget that meets the brief. They need to be aware of the legal and regulatory framework and take this into account throughout the content development process.

A content creator would need to consider ethical considerations and wider organisational policies. A content creator would typically report to a senior colleague within their functional area.

They are required to keep up to date with new technologies, platform developments and consumer trends.

**As part of the EPA, learners will be tested on the Key Skills and Behaviours in conjunction with the criteria in the Assessment Plan for the standard and the 10 duties listed below.**

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### **Duties**

- **Duty 1** Plan and develop creative content in line with the brief and budget/costs.
- **Duty 2** Interpret the strategy and objectives of the brand and align these to the content.
- **Duty 3** Research, prepare and develop the media messaging to maximise audience engagement.
- **Duty 4** Develop and create written content that can be used across a variety of media.
- **Duty 5** Create visual and audio content that can be used across a variety of media.
- **Duty 6** Store content securely and methodically to enable efficient access and retrieval.
- **Duty 7** Collaborate with colleagues and clients to plan and align content delivery with business objectives.
- **Duty 8** Manage content online using appropriate tools and techniques.
- **Duty 9** Evaluate the effectiveness of the content produced against the original plan and recommend improvements.
- **Duty 10** Undertake continuous professional development to keep up to date with trends and technology.

**Link to professional registration:**

NA

**Support Materials and Link to the Assessment Plan for the Apprenticeship.**

**Our support materials are available on our systems called ACE360 to centres who have learners registered with us.**

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### Links to our Website

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