



# CONTENT CREATOR LEVEL 3

APPRENTICESHIP STANDARD





Google  
★★★★★ 4.9/5

★ Trustpilot  
★★★★★ 4.9/5

WWW.  
TESSGROUP  
.CO.UK

## Content Creator Level 3

Duration: 10 months + EPA

### Workshop modules

- Brand Awareness
- Print and Digital Audiences
- Budget Allocation
- Emerging Technologies
- Styles of Writing
- Workflow Process
- Negotiation
- Editing
- Media Assets
- SEO

## End Point Assessment

### Project or Campaign Evaluation Report, Presentation of Additional / New Content and Questions

The project or campaign itself is done on programme, in the last six months leading to the gateway. The evaluation report is 1,500 words, the presentation is 15 minutes, and the questioning is 15 minutes. The presentation and questioning will be carried out by video call, one-to-one between the apprentice and the end-point assessor.

### Professional Discussion Underpinned by Portfolio of Evidence

The professional discussion is a one-to-one discussion between the apprentice and the assessor. The assessor will ask about the apprentice's work, including that shown in the apprentice's portfolio. It lasts one hour.

## Maths, English and Functional Skills within the Apprenticeship

All apprentices have the opportunity to develop English and maths skills as part of their apprenticeship and will need to develop skills sufficient for competence in their chosen apprenticeship standard.

---

A 16-18 year old must complete functional skills qualifications if they do not hold existing qualifications.

---

An individual aged 19 or over that does not hold existing qualifications, should decide with their employer if they would like to achieve functional skills but these would not be needed to achieve their programme.





The TESS Group  
109 Innovation Centre  
Green St  
Northampton  
NN1 1SY  
01604 210 500  
info@thetessgroup.com  
www.tessgroup.co.uk

