



## Junior Content Producer



**Duration:** 13-15 months



**Level:** Level 3 Qualification



### **Training Covered:**

- Industry Overview: Different types of channels and services including TV, Radio and streaming services. How broadcasters and platforms funded and their ownership.
- Regulation, Ethics and Legal Responsibilities: social media and audiences, copyright and IP online
- Health and Safety: how to stay safe when creating content either in a set or at a computer.
- Basic Camera set up: checking the camera, formatting cards, setting up the tripod, white balance, setting up sound.
- Basic Editing: ingesting footage, basic timeline edit, adding graphics and images, editing audio and adding sound effects, exporting and compressing.
- Recording and editing audio, using sound effects and music, creating a final audio mix.
- Branding and your audience
- Building a website, using SEO and analysing how audiences interact with your content
- How to plan a campaign using content

In addition to the technical skills, this apprenticeship covers the following soft skills:

- Communication skills
- Work Etiquettes in an office and on set
- Developing a career plan
- The importance of CPD in the industry



### **Training Method:**

Delivery is through a mixture of classroom learning, online learning, self-reflective study, practical exercises and projects and assignments.



### **Who is Eligible?:**

This is an entry level position, so ideal for new entrants into the industry. Little or no experience is required but a strong work ethic and an ability to think on your feet are good attributes. Most employers require English and Maths at Grade C/Grade 4 or above.

**People with a Media Studies, Film or Television Degree are not eligible.**



### **Typical Job Outcome:**

After successfully completing the apprenticeship, the typical job would be a Junior Content Creator, Social Media Assistant, Digital Marketing Assistant