

LEVEL 3 APPRENTICESHIP STANDARD

CONTENT CREATOR

**AMPLIFY YOUR ONLINE PRESENCE AND PRODUCE
CONSISTENTLY HIGH-QUALITY CONTENT THAT
DRIVES CUSTOMER ENGAGEMENT.**

WHO ARE BALTIC APPRENTICESHIPS?

Baltic Apprenticeships are dedicated to delivering high-quality education and training to aspiring professionals, offering training in data, IT, software development, and digital marketing,

We're on a mission to accelerate careers through accessible education that inspires life-long learning and personal growth. At Baltic, everything we do is built on a foundation of complete care - care for our learners, our employers, and our team.

96%

Pass Rate

87%

Higher Achievement Rate

KEY ACHIEVEMENTS AND AWARDS



INVEST IN CREATIVE TALENT WHO WILL BRING YOUR BRAND STORY TO LIFE.

Every business has an online presence, but user behaviour is changing, and content marketing methods are evolving faster than ever before.

An apprentice Content Creator can inject creativity into your brand and help you modernise your marketing strategy through video, visual, written & audio content that's reactive to the latest marketing trends.

Our practical apprenticeship training covers a range of marketing tools and social platforms, empowering apprentices with the creative freedom to produce high-quality content that maximises audience engagement on modern marketing channels such as Tik Tok & Instagram.



Who is this programme for?

Our Level 3 Content Creator apprenticeship equips people with modern marketing skills and is designed for those who are looking to start and develop their careers in content creation.

Whether your business is looking to recruit and train new marketing talent or upskill your current marketing team as part of their professional development plan, our Level 3 Content Creator apprenticeship offers a complete training programme for those interested in Tik Tok, Instagram, Email Marketing, SEO – and more!

PROGRAMME DURATION:

Up to 15 months including End Point Assessment

APPRENTICESHIP COMPONENTS



Coaching & Mentorship

Our coaches deliver outstanding support, guidance and mentorship throughout the apprenticeship journey. From day one, every apprentice will be paired with one of our specialist marketing coaches and introduced to their fellow apprenticeship cohort, this support network will be with them until the end of their programme.



Workplace Projects

Apprentices will complete workplace projects to demonstrate their skills, apply new knowledge, and build a portfolio. Coaches set and assess these projects, tailoring them to the apprentice's sector, department, and role. The tools used will vary based on each apprentice's technical skill level.



Off-The-Job Learning

This apprenticeship requires the learner to complete 348 hours of off-the-job training throughout the programme. The majority of these are made up by attending training sessions with Baltic and additional curriculum activities. However, the remainder is made up by the employer and includes workplace mentoring, independent study, and any additional training relevant to the role.



Functional Skills

If your learner requires their Level 2 Functional Skills qualifications in English or Maths, we will provide live training and additional support to help them achieve their qualification. When a learner is confident enough in all areas of the functional skills curriculum, we put them forward for an exam which is conducted in a remote environment.

If learners don't require functional skills and already meet the eligibility criteria, we still provide them with personalised training resources to improve their English and Maths skills throughout the apprenticeship.

APPRENTICESHIP TIMELINE //



TRAINING COURSES //

Course 1

PLANNING & CREATING CONTENT STRATEGIES

Strategic content helps you enhance brand authority and achieve business goals, so we teach participants to strategically plan, produce, and deliver high-quality content that resonates with your target audience. This course equips learners with the essential skills to create compelling, on-brand content while effectively managing budgets, commercial pressures, and compliance with GDPR & copyright laws.

Over two days, learners will:

- ▶ Understand the importance of following brand values and how they shape the content creation process to ensure content aligns with company guidelines.
- ▶ Develop strategies to maintain content quality while meeting tight deadlines and changing customer needs.
- ▶ Interpret data and apply insights to effectively plan, execute, and optimise campaigns, ensuring targeted outcomes and measurable success.

Course 2

CONTENT CREATION: IMAGES, AUDIO & VIDEO

High-quality content connects brands with their target audience and enhances engagement. This course teaches employees to use content management systems, enabling them to deliver engaging material across digital platforms efficiently and demonstrates a range of key content creation tools. Participants will create engaging visuals, high-quality audio, and short-form videos, ensuring content is managed and optimised for marketing success.

Over two days, learners will:

- ▶ Learn to create, edit, and optimise content specifically for social media platforms, such as TikTok, Instagram, YouTube, and X.
- ▶ Use industry-standard tools and content management systems to organise, structure, and label content effectively and securely.
- ▶ Gain skills in identifying, sourcing, and curating high-quality content from reliable sources to enhance the effectiveness and credibility of your campaigns.

Course 3

COPYWRITING & SEO TECHNIQUES

Increasing visibility on search engines is key to converting customers, but to do that you must produce compelling copy that drives engagement. This course equips participants with the skills to create high-quality, accessible written content for various platforms, optimise it for search engines, and tailor tone of voice for maximum impact.

Over two days, learners will:

- ▶ Learn SEO techniques & best practices to ensure web copy and web pages are optimised to rank on search engines.
- ▶ Gain experience in creating different styles of writing to a high standard, which is tailored to the type of content, channel, and platform required.
- ▶ Be able to use a suitable tone of voice for content marketing activities, and effectively adapt tone of voice for different online channels and platforms.



INTRODUCTION TO AI

We're committed to building sought-after critical AI skills and preparing our learners for today's digital economy, so all our apprentices are enrolled on our Introduction to AI course. This interactive, 3-part course ensures learners gain a comprehensive overview of AI principles; recognising its origins, categories, and capabilities.

The course teaches Generative AI best practices to improve output, including the use of prompts and personas, ensuring participants can use Generative AI models (such as ChatGPT & Google Gemini) effectively and responsibly. We empower learners to understand why, when, and how to use the appropriate AI model for their task – unlocking automation, analysis, and advanced personalisation.

TRAINING COURSES //

Course 4

TEAMWORK FOR EFFECTIVE CAMPAIGN COLLABORATION

This course empowers participants to build strong relationships, manage campaigns effectively, and engage audiences through strategic communication. Emphasising teamwork, professionalism, and problem-solving, participants will develop the ability to collaborate seamlessly, uphold high standards, and navigate challenges with creativity and critical thinking.

Over two days, learners will:

- ▶ Develop strategies for audience engagement, using different methods such as visual content, storytelling, and asking questions.
- ▶ Understand the importance of working effectively in a team, ensuring a cooperative and supportive environment.
- ▶ Develop the ability to spot potential risks in campaigns and learn how to adapt strategies to overcome obstacles and take advantage of new opportunities.

Course 5

CAMPAIGN PERFORMANCE & EVALUATING SUCCESS

Evaluate the success of your marketing efforts and gain valuable insights into what strategies are effective and which ones need improvement. In this course, we empower participants with the ability to make data-driven decisions, monitor user experience, and present tailored creative content ideas that drive business success. Learners will gain expertise in evaluating SMART objectives, KPIs, and campaign success using web and social media analytics tools.

Over two days, learners will:

- ▶ Gain skills in analysing results and identifying areas for improvement in future campaigns.
- ▶ Utilise web and social media analytical tools, such as Google Analytics, to track campaign performance and user engagement.
- ▶ Master techniques for understanding and segmenting audiences using data, allowing for targeted and personalised content.

BE-SPOKE

DESIGNED BY YOU. DELIVERED BY US.

WHAT IS BE-SPOKE?

In today's dynamic business landscape, one size certainly does NOT fit all.

Our Be-Spoke programmes unlock the power of customisation, providing personalised training solutions that ensure your employees receive development tailored to their role.

We've revolutionised the apprenticeship experience with tailor-made programmes, empowering you to craft the perfect learning journey for your business. With our innovative approach, you're not just choosing an apprenticeship but designing your own learning blueprint.

WHY CHOOSE A BE-SPOKE APPRENTICESHIP?

Traditional apprenticeship models are great – but they have some limitations.

They can be rigid, offering a one-size-fits-all approach that often doesn't align with specific business needs. They lack flexibility in curriculum and industry-specific training, which can lead to a skills mismatch between what apprentices learn and what employers require.

Additionally, standard programmes can be difficult to scale across multiple locations or niche roles, but tailored apprenticeship programmes, like Be-Spoke, address these issues by offering customisation, ensuring better alignment with business goals and improved outcomes.

WHAT IS INCLUDED IN OUR BE-SPOKE APPRENTICESHIPS?

Core Modules

Our core modules are delivered in 2-day blocks via Microsoft Teams. Each module provides learners with the key skills and knowledge required to successfully achieve the Apprenticeship Standard's qualification.

Expert Modules

Our expert modules are delivered through live workshops by our expert coaches. These cover industry-recognised tools and technologies, and some have commercial certifications attached to them.

Essential Modules

Our essential modules are self-study, mandatory courses that provide employees with the foundational skills they need to become versatile and effective professionals in today's digital landscape.

Be-Spoke Modules

You will choose two Be-Spoke modules to bolt onto the apprenticeship programme. These are specific to your sector and are designed to take the programme to the next level.

CORE MODULES

Each Be-Spoke programme consists of a set of Core Skills Modules. These modules are tailored around the apprenticeship standard's occupational duties and knowledge, skills, & behaviour, designed to prepare learners for their End-Point Assessment. Because you chose **LEVEL 3 CONTENT CREATOR**, your chosen core modules are...

- Planning and Creating Content Strategies**
This course equips learners with an understanding of how to create effective marketing research, create social media plans and an actionable campaign plan.
- Short Form Video Content: TikTok & Reels**
In this course, we cover how to create video content that boosts audience engagement using both TikTok and Reels.
- Video Production & Podcasting: Adobe Premiere Pro**
In this course, we explore how to use Adobe Premiere Pro to create high-quality video content for social media and podcasting.
- Creating Professional Graphics: Photoshop & Canva**
In this course, we explore how to use Adobe Photoshop and Canva to create professional-quality graphics for social media and marketing.
- Web Content Creation: SEO Techniques**
This course equips learners with the knowledge and skills to create high-quality web content that is optimized for search engines and user experience.
- Effective Email Marketing: Mailchimp**
In this course, we explore how to use Mailchimp to create and manage email marketing campaigns that drive results.
- Campaign Performance & Evaluating Success**
This course equips learners with the knowledge and skills to track and evaluate the performance of their marketing campaigns.

[← BACK](#) [NEXT →](#)

EXPERT MODULES

Please choose one Expert Module. These modules allow learners to gain proficiency in the specific tools & systems businesses rely on, offering additional accredited certifications.

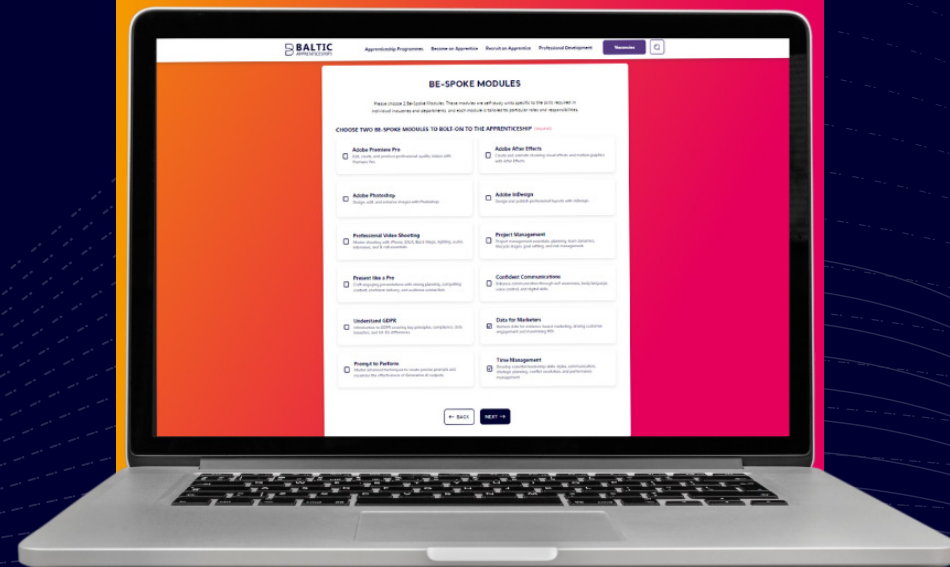
PLEASE CHOOSE AN EXPERT MODULE (required)

☐ **Google Analytics (E-VERIFY20 Google Analytics Certification)**
Participants will successfully set up a data property for a website or an app and collect relevant data using the reporting tools.

☐ **Google Ads (E-VERIFY20 Google Ads Search Certification)**
Participants will be able to develop a Google Search strategy with clear campaign marketing plans to generate leads, sales, and web traffic using Google Ads.

☐ **Adobe Creative Cloud**
This platform offers a suite of creative tools, allowing participants to master graphic design, video editing, or web development to create, edit, and collaborate across various media seamlessly.

[← BACK](#) [NEXT →](#)



YOUR DETAILS

First Name (required) Last Name (required)

Company Name Job Title

Email Address (required) Confirm Email Address (required)

DOWNLOAD YOUR BE-SPOKE GUIDE

[← BACK](#) [DOWNLOAD](#)

CORE MODULES

All Mandatory

- ☐ Planning and Creating Content strategies
- ☐ Content Creation: Images, Audio & Video
- ☐ Copywriting & SEO Techniques
- ☐ Teamwork For Effective Campaign Collaboration
- ☐ Campaign Performance & Evaluating Success

ESSENTIAL MODULES

All Mandatory

- ☐ Introduction to AI
- ☐ Personal & Social Responsibility
- ☐ Perfecting Report Writing Skills using Gen AI

BE-SPOKE MODULES

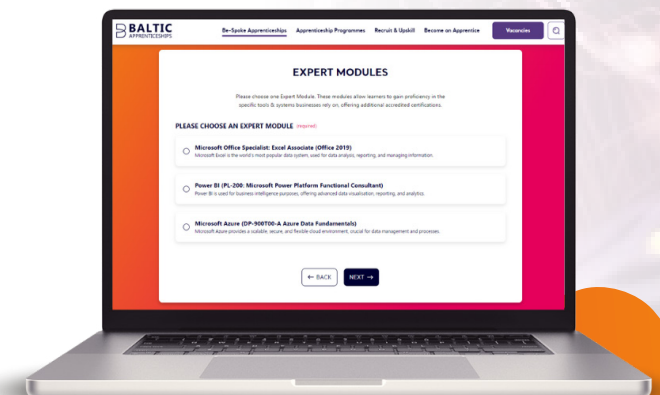
Choose 2

- ☐ Project Management
- ☐ Presenting like a Pro
- ☐ Confident Communication
- ☐ Understanding GDPR
- ☐ Data In Marketing
- ☐ Prompt to Perform
- ☐ Effective Time Management
- ☐ Adobe Premiere Pro
- ☐ Adobe After Effects
- ☐ Adobe Photoshop
- ☐ Adobe InDesign
- ☐ Professional Video Shooting
- ☐ SEO
- ☐ Customer Service Fundamentals
- ☐ Enhancing Efficiency with Microsoft Copilot

EXPERT MODULES

Choose 1

- ☐ Google Ads
- ☐ Google Analytics



END POINT ASSESSMENT //

The End Point Assessment (EPA) is the final element of the apprenticeship programme.

During this period, an independent assessor will evaluate learners' performance, matching their knowledge, skills and behaviours (KSBs) against the Apprenticeship Standard.

After the EPA is complete, apprentices will receive an overall apprenticeship grade: fail, pass, merit, or distinction. Apprentices must pass both elements of the EPA to pass the apprenticeship.

For this programme, the EPA consists of two parts:

1. Professional discussion underpinned by portfolio

Apprentices are invited to a professional discussion with their independent assessor. This session is structured to draw out the best from each apprentice and enable them to discuss and demonstrate their knowledge. This discussion lasts one hour, with open questions based around the portfolio of evidence.

2. Project report with questioning

For the second element of their End Point Assessment, apprentices are required to produce a written evaluative report. This must be focused on a project or campaign they have contributed to and developed content for and must have been executed in the 6 months prior to the End Point Assessment.



APPRENTICESHIP PARTNERSHIP

We are delighted to announce that we have partnered with The Social Co Academy to deliver our marketing apprenticeships.

This exciting new collaboration combines Baltic Apprenticeships' industry-leading training with The Social Co's industry expertise, offering apprentices hands-on learning through live masterclasses

From social media strategy and content creation to paid advertising and beyond, our apprentices will gain the essential skills needed to be successful digital marketers.

Find out more:

WWW.BALTICAPPRENTICESHIPS.COM



**Please contact Baltic Apprenticeships
for further information:**

T

01325 731 058

E

yourfuture@balticapprenticeships.com

Be social with Baltic:

Fb [/balticapprenticeships](#)

Tw [@BalticTraining](#)

Li [company/baltic-apprenticeships](#)

www.balticapprenticeships.com