

LEVEL 3 // CONTENT CREATOR ROLE OVERVIEW

To achieve this Level 3 apprenticeship, your apprentice would be expected to build relevant knowledge and experience within their day-to-day role, working on a range of content creation projects.

Suitable Job Titles

- ▶ Social Media Assistant
- ▶ Content Marketing Assistant
- ▶ Digital Marketing Executive
- ▶ Creative Assistant

Find out more at www.balticapprenticeships.com

Roles, Duties & Responsibilities

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