

Level 3 Content Creator v1.1

Innovate Awarding Assessment Specification



Contents

Innovate Awarding	04
The Apprenticeship Standard and Assessment Plan	09
Assessment Journey	10
The Apprentice	11
Off-the-Job Training	12
Gateway	13
End-Point Assessment	17
Grading	21
Annex 1 - Assessment Plan and Occupational Standard	22
Annex 2 - Additional Information	23

Innovate Awarding

Meet our Managing Director



Welcome to the Level 3 Content Creator Apprenticeship. Our Innovate Awarding EPA Journeys are designed to ensure the employer, provider, assessor and apprentice have the appropriate support and guidance to allow successful completion of an apprenticeship, providing further confidence and assurance having chosen us as an End-Point Assessment Organisation.

We are an Ofqual approved End-Point Assessment Organisation (EPAO), experienced in operating within a regulated market. Driven by the employers we work in partnership with, we deliver End-Point Assessment (EPA) in the Health, Care, Education, Leadership, Management, Leisure, Customer Service, Creative, Hospitality, Retail, Transport and Logistics sectors.

Delivering an apprenticeship is an extremely rewarding role. We recognise the need for a clear specification, resources and support, so more valuable time can be spent delivering to an apprentice.

At Innovate Awarding we stand by our 'no surprises' approach to assessment, making an apprenticeship journey as simple as possible, ensuring the best chance of success for every apprentice who undertakes EPA with us.

Charlotte Bosworth



“

We recognise the need for a clear specification, resources and support.

”

About Innovate Awarding

We are an EPAO approved by the Education and Skills Funding Agency (ESFA) with a collaborative approach to doing business. We work with providers to deliver fit for purpose EPA, providing assessments for a wide range of apprenticeship Standards, certifying thousands of apprentices, continuing to learn and improve with each experience.

We have experienced and responsive teams to ensure the EPA experience is smooth and efficient, working closely with our provider partners ensuring a 'no surprises' approach to EPA for all apprentices.

Please see our website for the range of Standards we are approved to deliver:

<https://innovateawarding.org/end-point-assessment/apprenticeship-standards/>



Our EPA Journeys

We have created four bespoke EPA Journeys tailored to the individual needs of the employer, provider, assessor and apprentice to enable a cross functional approach to EPA.

The Level 3 Content Creator EPA Journeys are available to download on epaPRO.

epaPRO

epaPRO is our EPA platform, streamlining the process including:

- Apprenticeship registration
- Assessment scheduling to results and certification
- Policy and guidance documents
- Reporting

The platform increases efficiency and reduces administration to support every step of EPA.

epaPRO:

<https://innovate.epapro.co.uk/login>

The Apprenticeship Standard and Assessment Plan

An Apprenticeship Standard details the knowledge, skills and behaviours (KSBs) required to be occupationally competent:

- **Knowledge** - the information, technical detail, and 'know-how' that someone needs to have and understand to successfully carry out the duties. Some knowledge will be occupation-specific, whereas some may be more generic.
- **Skills** - the practical application of knowledge needed to successfully undertake the duties. They are learnt through on and/or off-the-job training or experience.
- **Behaviours** - mindsets, attitudes or approaches needed for competence. Whilst these can be innate or instinctive, they can also be learnt. Behaviours tend to be very transferable. They may be more similar across occupations than knowledge and skills. For example, team worker, adaptable and professional.

Apprenticeships are an invaluable tool for upskilling in areas that matter most to employers. They are a highly effective route to recruit and train future talent, address skills shortages and develop careers across core parts of the business.

The Level 3 Content Creator apprenticeship has been developed by employers working in the sector detailing the knowledge, skills and behaviours required to be occupationally competent and outlining the training and assessment journey for an apprentice. The Level 3 Content Creator replaces the Level 3 Junior Content Producer Standard.

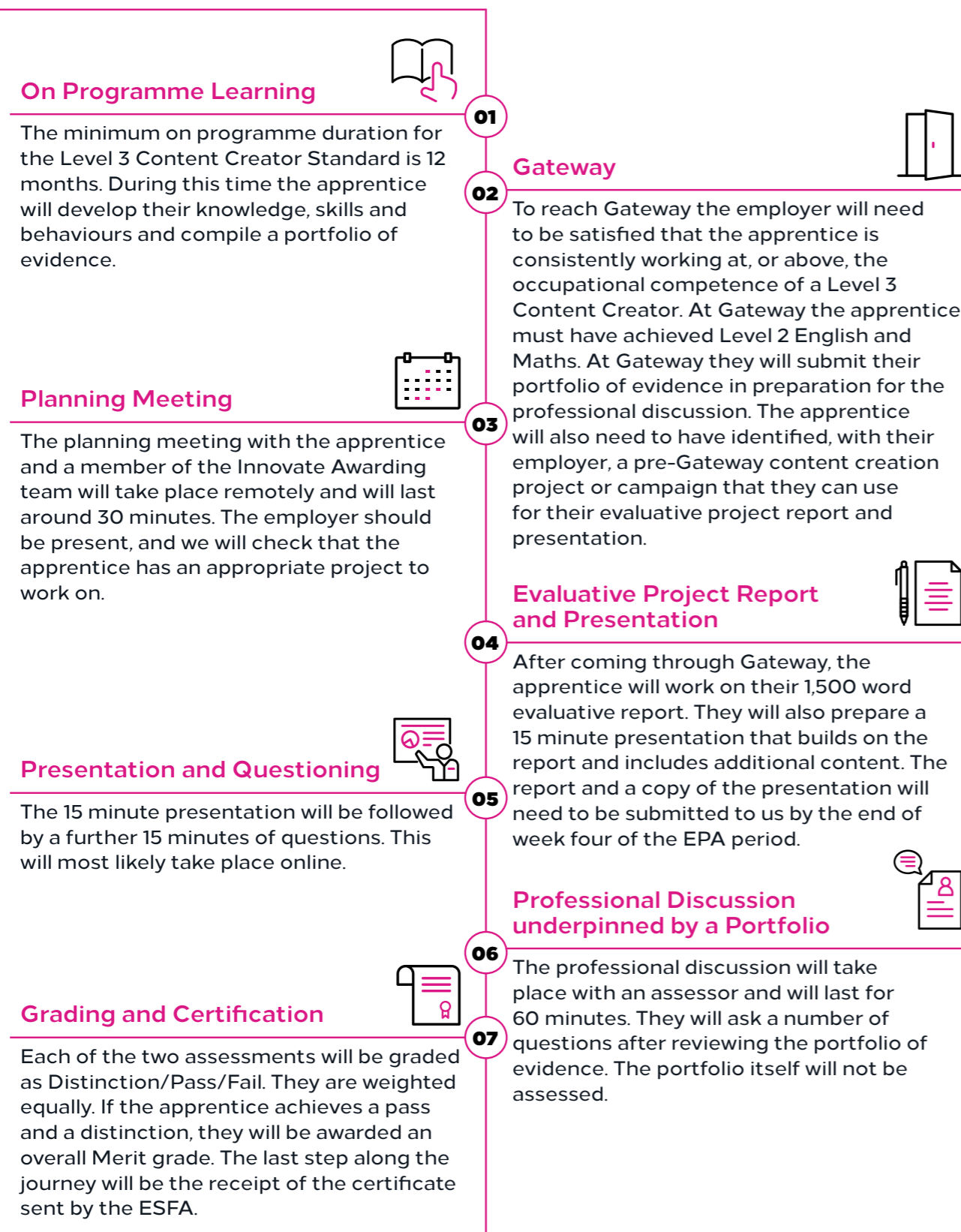
The apprentice will typically spend 12 to 15 months on-programme, working towards the Level 3 Content Creator Standard, combining practical training in a job with study. The extent of the on-programme time should be decided for each apprentice based on their prior learning, skills and experience. If employers are using this Standard for an existing employee, it is important to be aware that the role must represent new learning. Providers should support employers with this.

It is vital the apprentice is prepared and fully ready before they commence their EPA period, which is detailed in the Assessment Plan.

The EPA period will last three months, consisting of:

- Project or campaign evaluation report, presentation of additional/new content and questions
- Professional discussion underpinned by a portfolio of on-programme evidence

Assessment Journey



The Apprentice

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 take into account 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.

Off-the-Job Training

Off-the-job training is a statutory requirement for an English apprenticeship. It is training, which is received by the apprentice during the apprentice's normal working hours, for the purpose of achieving the knowledge, skills and behaviours of the approved apprenticeship the learner is completing.

It is an important aspect of apprenticeship training, as it gives the learner time to properly develop knowledge and skills from the programme. At the same time, it can develop a deeper understanding of the wider business, giving a learner insight into the supply chain or different departments.

Off-the-job training allows the learner to take full advantage of the programme, improving the return on investment in training costs for the employer. A developed and upskilled apprentice will lead to an increase in productivity, a clear benefit to the business.

Examples of off-the-job training include:

- Learning new skills at work through shadowing other members of the team, where this activity has been agreed and documented as part of the agreed training plan
- In-house training programmes relevant to the apprenticeship
- Coaching sessions
- Attendance at workshops, training days and webinars relevant to the apprenticeship
- Completion of online learning
- Self-study that includes reading or watching videos
- Training in new working practices or new equipment
- Role-playing or simulation exercises
- Industry visits/conferences relevant to apprenticeships
- Writing assessments, assignments and completing projects or activities
- Practical training or training in the workplace relevant to the apprenticeship

The minimum volume of off-the-job training is six hours per week, irrespective of the hours worked by the apprentice.

Gateway



Gateway is the entry point to EPA, and it is vital that all parties understand its importance. It is the point at which the apprentice has completed their learning, met the requirements of the Level 3 Content Creator Apprenticeship Standard, and the provider and employer will have reviewed the apprentice's knowledge, skills and behaviours to confirm they are satisfied that the apprentice is competent and ready to enter their EPA.

The employer is ultimately responsible for deciding when the apprentice is competent as a Content Creator and ready to enter EPA. This decision should be taken after conversation with the provider and apprentice. It is vital this decision is based on each individual apprentice's readiness and not because they have reached the end of the initially agreed training period.

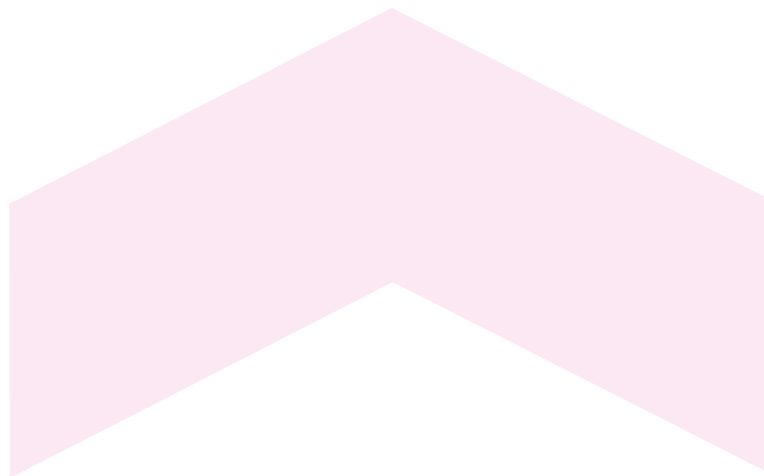
✦ Pre-Gateway Checks

Knowing when an apprentice is Gateway-ready is much more than simply checking the apprentice has completed their learning and obtained all the mandatory requirements outlined in the Level 3 Content Creator Assessment Plan. Although this is important, it is about the provider, apprentice and employer being convinced that the apprentice is at the level of competence set out in the Standard and that they are prepared for the EPA, so they can claim that competency.

To pass through Gateway, typically the apprentice will have been training for a minimum of 12 months. They must also have:

- Achieved Level 2 English and Maths
- Satisfied their employer that they are consistently working at, or above, the occupational competence of the Level 3 Content Creator
- Compiled, and be ready to submit, a portfolio of 10 discrete pieces of evidence towards the professional discussion
- Completed an evaluative project proposal for which they can write an evaluative report and produce additional/new content
- A signed declaration
- Declared any reasonable adjustments and special considerations

Readiness for Gateway includes confirming that the apprentice's portfolio meets the requirements of the knowledge, skills and behaviours set out within the Level 3 Content Creator Standard. This will be confirmed at Gateway and documented on epaPRO. This notifies us that the apprentice is ready for their assessment and the EPA planning meeting will be organised.



✦ Assessment Booking

Applications for any reasonable adjustments and/or special considerations should be submitted prior to Gateway, to allow time to review the request before the planning meeting.

Providers will book a planning meeting on epaPRO once Gateway documents have been reviewed and approved by us.

The purpose of the meeting is to allocate an Innovate Awarding Assessor, discuss assessment dates, confirm assessment timings, assessment requirements and assessment preparation. During the meeting we will discuss what happens if assessments are cancelled/rescheduled and how this could impact the EPA period, as well as providing information on certification and appeals.

The Level 3 Content Creator 45 minute planning meeting will book assessment timeslots for the:

- Submission of evaluative report, additional/new content (four weeks after Gateway)
- Presentation and questions
- Professional discussion underpinned by a portfolio of evidence

The provider will incur a charge for non-attendance of a planning meeting.

After the planning meeting, the apprentice will receive an email confirming everything discussed in the meeting and a calendar invite for all booked assessments. The apprentice will then prepare for EPA.



✦ Portfolio of Evidence Guidance

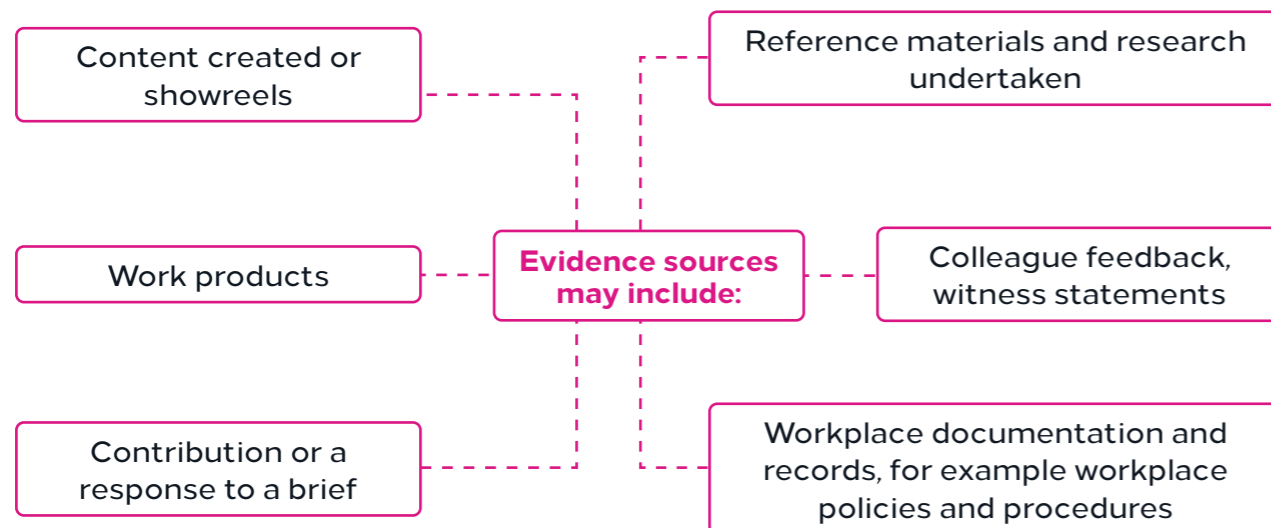
Employers will ensure their apprentice has compiled a portfolio during the on-programme period of the apprenticeship, which will be submitted at Gateway. It underpins the professional discussion but will not be assessed by us.

We will review the portfolio of evidence in preparation for the professional discussion prior to Gateway. Feedback is not required, although generally if Gateway is rejected due to the portfolio of evidence being inadequate, a courtesy email will be sent with an explanation, including the rejection reason on epaPRO.

Portfolio of evidence content and format are typically Word documents, presentations, video or audio recordings. The provider will upload the portfolio of evidence to epaPRO at Gateway, either by inserting a link to a SharePoint or including a zip file.

Portfolio of evidence requirements:

- Apprentices must compile a portfolio of evidence during the on-programme period of the apprenticeship
- It must contain evidence related to the KSBs that will be assessed by the professional discussion
- The portfolio of evidence will contain 10 discrete pieces of evidence
- Evidence must be mapped against the KSBs
- Evidence may be used to demonstrate more than one KSB; a qualitative as opposed to a quantitative approach is suggested



End-Point Assessment

✦ Assessment Methods

Assessment Method 1

Project or campaign evaluation report, presentation of additional/new content and questions

The rationale for this assessment method is that it tests a broad range of knowledge and skills holistically and that it replicates the requirement to evaluate campaigns, develop content, pitch ideas and continuously improve content and its delivery in the workplace.

The evaluative report involves the apprentice completing a significant and defined piece of work that has a real business application and benefit. The evaluation report should be based on a project or campaign that the apprentice has worked on during the last six months of their apprenticeship but the report and accompanying presentation with additional/new content should not start until after the apprentice has gone through Gateway. The Innovate Awarding Assessor will approve the title, subject and scope of the evaluative report to confirm that it has the potential for the apprentice to meet the KSBs at the highest level.

Both the report and presentation including the new/additional content should be submitted within four weeks.



Assessment Method 1 Component 1: Evaluative report

The report should be based on the following:

- The evaluation of a project or campaign that the apprentice has contributed to, and developed content for, in the last six months leading to Gateway

As a minimum, all project or campaign evaluation reports must include:

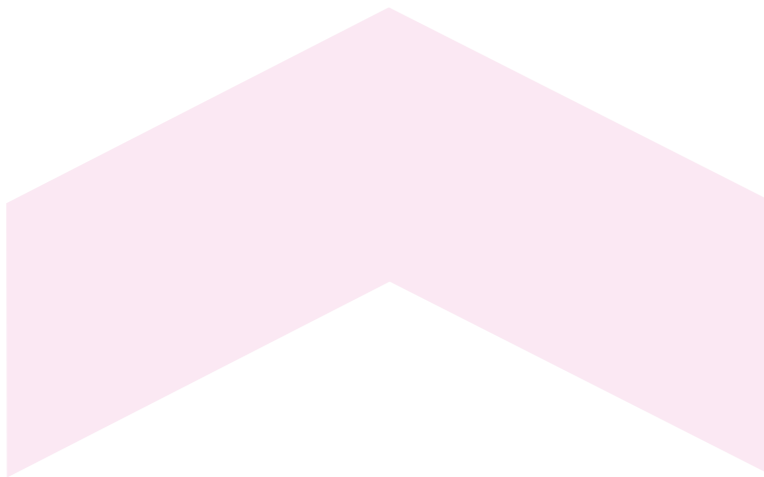
- Introduction
- Analysis of the performance of a campaign against the original brief and branding requirements
- Data or evidence used as a base for future improvements. This should include consideration of user experience, audience segmentation, the use of platforms, and budget requirements
- Summary of findings including lessons learnt

It should also include appendices that contain:

- A complete customer journey mapping along with a copy of the original brief
- A map showing how it evidences the relevant KSBs for this assessment method

The report must contain a maximum word limit of 1,500 words (+/-10%). Appendices, annexes, and charts are not included in the word count.

The apprentice should complete their evaluation report unaided. When the project or campaign evaluation report is submitted, along with the apprentice you must verify that the submitted project or campaign evaluation report is the apprentice's own work.



Assessment Method 1 Component 2: Presentation with additional/new content with questions

The presentation should build on the apprentice's project or campaign evaluation report. For their presentation, the apprentice should:

- Develop a piece of additional/new content
- Pitch their recommendations and explain the expected impact of the new content
- Justify how they considered the most appropriate delivery platform
- Reference the evidence used to inform the recommendations
- Produce and present a mood board or other visual aid
- Produce and present a storyboard and outline script ideas to support content production
- Describe the lessons learnt

A copy of the presentation and the additional/new content should be submitted with the project or campaign evaluation report. The apprentice should complete their presentation unaided. When the presentation is submitted, along with the apprentice you must verify that the submitted presentation is the apprentice's own work.

The presentation will typically take place via online video conferencing unless alternative face to face arrangements are made.

The presentation and supplementary questioning should last for 30 minutes. This includes a presentation lasting typically 15 minutes and your subsequent questioning lasting typically 15 minutes. The Innovate Awarding Assessor has the discretion to increase the time of both the presentation and the questioning by up to 10% to allow the apprentice to complete their last point.

The purpose of the questioning is to explore aspects of the evaluation report and presentation including how it was carried out and assess the apprentice's depth of understanding, skills, and behaviours. The Innovate Awarding Assessor will ask a minimum of five questions at the end of the presentation.

The apprentice is not restricted to any particular presentation style or software presentation package; we ask that they let us know what they will be using and advise as to any particular requirements when they submit their presentation.

Assessment Method 2

Professional discussion, underpinned by a portfolio of evidence

The professional discussion underpinned by a portfolio of evidence is a two-way discussion which involves the Innovate Awarding Assessor and the apprentice actively listening and participating in a formal conversation. It gives the apprentice the opportunity to make detailed and proactive contributions to confirm their competency as a Content Creator. It also replicates the approach taken to recruitment and reviewing candidate performance used in industry. It validates what the apprentice carried out during their apprenticeship and underpinned by the apprentice's portfolio, will allow the Innovate Awarding Assessor to robustly evaluate their knowledge, skills, and behaviours.

It also allows a range of KSBs which may not occur in every workplace to be assessed. The apprentice can draw upon supporting evidence in the portfolio of evidence and can affectively confirm the authenticity of that supporting evidence.

The Innovate Awarding Assessor will appropriately structure the professional discussion to draw out the best of the apprentice's competence and cover

the KSBs assigned to this assessment method. It should involve questions drawn from our question bank together with others generated by the Innovate Awarding Assessor after they have reviewed the apprentice's portfolio of evidence.

The professional discussion should last for 60 minutes (+10%) and will typically take place via video conferencing. The apprentice should ensure they have access to their portfolio of evidence during the professional discussion so that they can refer to it to illustrate their responses to the topics being discussed. The Innovate Awarding Assessor will ask at least seven questions that cover at least the following topics and themes:

- Regulatory requirements
- Written content
- Audio-visual content
- Content management
- Planning
- Collaboration
- Continuous professional development (CPD)



Grading

Performance in the EPA determines the apprenticeship grade of:

- Distinction
- Merit
- Pass
- Fail

The Innovate Awarding Assessor will grade the project or campaign evaluation report, presentation of additional/new content and questions, and the professional discussion underpinned by a portfolio of evidence.

We will combine the individual assessment method grades to determine the overall EPA grade.

To achieve an overall distinction, the apprentice must achieve distinction in both assessment methods.

To achieve an overall merit, the apprentice must achieve a pass in one assessment method and a distinction in the other.

To achieve an overall pass, the apprentice must achieve at least a pass in all the assessment methods.

If the apprentice fails one or more assessment method, they will be awarded an overall fail.

Grades from individual assessment methods must be combined in the following way to determine the grade of the EPA overall.

Project or Campaign Evaluation Report, Presentation of Additional/ New Content and Questions	Professional Discussion underpinned by a Portfolio of Evidence	Overall Grading
Distinction	Distinction	Distinction
Distinction	Pass	Merit
Pass	Distinction	Merit
Pass	Pass	Pass
Any grade	Fail	Fail
Fail	Any grade	Fail

Annex 1

✦ Assessment Plan and Occupational Standard

The Level 3 Content Creator Occupational Standard and the latest version of the Assessment Plan can be accessed by following this link:

<https://www.instituteforapprenticeships.org/apprenticeship-standards/content-creator-v1-1>

Level 3 Content Creator ST0105
Version 1.1
Sector: Creative and Design
EQA Organisation: Ofqual



Annex 2

Additional Information

✦ Results and Certifications

All final assessment component results are published on epaPRO within **seven working days** of the assessment taking place.

We will submit a certificate claim with the ESFA within 15 working days after the final result has been uploaded to epaPRO. The ESFA will send the certificate directly to the employer.

For replacement certificates a request must be emailed to epa@innovateawarding.org. Within two days of receiving the email, a replacement certificate will be requested from the ESFA.

✦ Re-sits and Re-takes

Apprentices who fail one or more assessment method will be offered the opportunity to take a re-sit or a re-take. A re-sit does not require further learning, whereas a re-take does.

Apprentices should have a supportive action plan to prepare for the re-sit or a re-take. The apprentice's employer will need to agree that either a re-sit or re-take is an appropriate course of action.

An apprentice who fails an assessment method, and therefore the EPA in the first instance, will be required to re-sit or re-take any failed assessment methods only. In the event of a resit/retake of Assessment Method 1, the apprentice must amend the project output in line with the Innovate Awarding Assessor's feedback but can use the same portfolio of evidence. The apprentice will be given 12 weeks to rework and submit the amended report.

Any assessment method re-sit or re-take must be taken within a six month period from the EPA outcome, otherwise the entire EPA must be taken again, unless, in the opinion of us, exceptional circumstances apply outside the control of the apprentice or their employer.

Re-sits and re-takes are not offered to apprentices wishing to move from pass to distinction.

Where any assessment method has to be re-sat or re-taken, the apprentice will be awarded a maximum EPA grade of pass, unless the EPAO determines there are exceptional circumstances requiring a re-sit or re-take.

✦ Reasonable Adjustments, Special Considerations and Appeals

Information on reasonable adjustments, special considerations and the appeals process can be accessed by using this link:

<https://innovateawarding.org/end-point-assessment/apprentice-information>

Version Record

Innovate Awarding continuously review all support material to ensure its accuracy. All amendments will be recorded in the Version Record.

Version Number	Effective From	Reason for Change	Location

Please ensure that you use the current version.

All enquiries relating to the version change of the document should be directed to epa@innovateawarding.org

Level 3 Content Creator v1.1

Innovate Awarding Assessment Specification

Innovate Awarding
Block F
291 Paintworks
Arnos Vale
Bristol, BS4 3AW

0117 314 2800
innovateawarding.org