



L3 Content Creator

The **solution** to building a tech enabled workforce





Why Velocity Academy?

Technology is at the heart of the modern workplace — it touches every aspect of our working lives.

Digital transformation becomes possible when employees are equipped with the right skills to thrive in a modern organisation. At Velocity Academy, we build digital capabilities across your workforce.

We partner with leading FTSE 250 companies, local councils, public sector departments, and fast-growing private enterprises to upskill existing teams and recruit the next generation of talent.

Our high-calibre teaching and coaching faculty deliver the expertise you need to lead your organisation's digital transformation. We use state-of-the-art technologies to create an impactful and engaging learning experience.

From data literacy and advanced marketing techniques to IT cloud infrastructure, cybersecurity, leadership, and accounting — we offer apprenticeship programmes designed to close your organisation's skills gaps.

Our Snapshot

100% Apprenticeship Pass Rates

Experience of working with FTSE 250 companies and public sector organisations

4.9 Rated 'Excellent' on Trustpilot from 330+ reviews

Awarded a Good grade as an apprenticeship provider by Ofsted

92% Employee retention rate once they have completed their apprenticeship

Rated 'Excellent' on the Apprenticeship Service

Programme Overview



Apprenticeship Standard: Content Creator



Maximum Funding Amount: £10,000



Programme Duration: 12 Months + EPA



Tutor Led Classes: 17 Classes

Skills Gained

Building a Brand
Content Marketing
Developing Marketing Plans
Campaign Implementation
Budget Management
SEO and PPC Marketing
Website CMS systems
Data Analysis in Marketing
Marketing Legislation

Classes



Online live classes to attend during this apprenticeship. Hosted through our highly rated teaching environment by Ofsted.

Coaching



1-1 coaching calls scheduled every 4 weeks with your dedicated skills coach. Employers are requested to attend at least 1 call every 9 weeks.

LinkedIn Learning



Free access to LinkedIn Learning for over 13,000 on-demand, online courses during your apprenticeship training.

BUD LMS Platform



Your progress will be continually assessed using our online programme management system, Bud. Here, you will upload work and log your OTJ hours.

Personal Development



Access to our highly rated Personal Development Learning Path to develop the apprentices soft skills during their apprenticeship training.

Portfolio Submissions



This apprenticeship is formatively assessed through portfolio submissions throughout the practical training period.

Learner Journey

During the apprenticeship journey there will be a blend of online instructor-led live classes covering the below modules. The apprentice will also have access to on-demand learning content and have portfolio-based activities to complete and submit.

Learners will be assigned a dedicated skills coach who will arrange support calls every month for personalised coaching and support on a 1-1 basis.

Practical Learning Period – 12 Months

Module 1: Google Fundamentals of Digital Marketing & Intro

Module 2: Your Business and the Brand

Module 3: Marketing methods, principles and practices

Module 4: Customer experience and customer journey

Module 5: Campaign implementation and management

Module 6: Data analysis and marketing evaluation

End Point Assessment (EPA) – 5 Months

Professional Discussion

Project Report with Presentation with Questions



Skills England CC3 Qualification Award



Bespoke Content Creation Learning Journey

As part of their apprenticeship, every learner on the Level 3 Content Creator programme at Velocity Academy gains access to a rich blend of live online training and specialist digital learning platforms designed to build real, job-ready creative skills.

Alongside the core modules delivered through our interactive live classes, covering content planning, digital storytelling, branding, social media strategy, analytics, and multimedia production, apprentices also unlock a suite of bespoke, on-demand training resources tailored to the tools they'll use in their day-to-day role.

This includes premium, role-specific platforms such as **Adobe Creative Cloud** training, with guided modules in **Photoshop**, **Lightroom** and more, helping learners master industry-standard creative software. Apprentices also gain access to additional tool-based learning such as **Canva**, CRM systems like **HubSpot**, and a wide range of digital content and marketing platforms to broaden their capability.

This blended approach ensures every apprentice benefits from expert-led teaching and flexible, self-directed practice, empowering them to explore, experiment and build a strong creative portfolio at their own pace. The result is a confident, multi-skilled content creator ready to make an impact from day one.



Modules

1

Module 1: Google Fundamentals of Digital Marketing & Intro

This module equips learners with the core skills to plan and deliver effective digital marketing strategies. Topics include understanding customers, search marketing, email campaigns, local and international marketing, and the use of Google marketing tools, websites, and apps. Learners will also complete the Google Fundamentals of Digital Marketing course, gaining an industry-recognised certification.

Topics Covered:

- Digital Marketing Strategy
- Understanding Your Customers
- Search Marketing
- Crafting Effective Email
- Local Marketing
- Reaching International Customers
- Understanding Google Marketing Tools
- Understanding Websites and Apps

Live Classes: 2 Sessions



Modules

2

Module 2: Your Business and the Brand

This module builds a strong understanding of how marketing aligns with business structure, vision, priorities, and objectives. Learners explore the marketing role and apply tools to measure impact against objectives. Key topics include sustainability in marketing, brand theory, positioning, identity, tone of voice, and articulating brand value with clarity and consistency.

Topics Covered:

- Understanding the business structure, vision, priorities and objectives
- Understanding the marketing role
- Business tools to measure the impact of objectives
- Sustainability in marketing
- Brand theory
- Brand positioning
- Brand Identity
- Tone of voice
- Brand value

Live Classes: 2 Sessions



Modules

3

Module 3: Marketing Methods, Principles and Practices

This module develops a practical grasp of marketing theory and core concepts, covering the marketing mix and promotional mix, alongside channel marketing strategies. Learners will understand and build effective marketing plans, while mastering the principles of content marketing and diverse methods of content creation to drive measurable impact.

Topics Covered:

- Marketing Theory
- Marketing Concepts
- The Marketing Mix
- The Promotional Mix
- Channel Marketing
- Understanding Marketing Plans
- How to build a Marketing Plan
- Principles of Content Marketing
- Methods of Content Creation

Live Classes: 6 Sessions



Modules

4

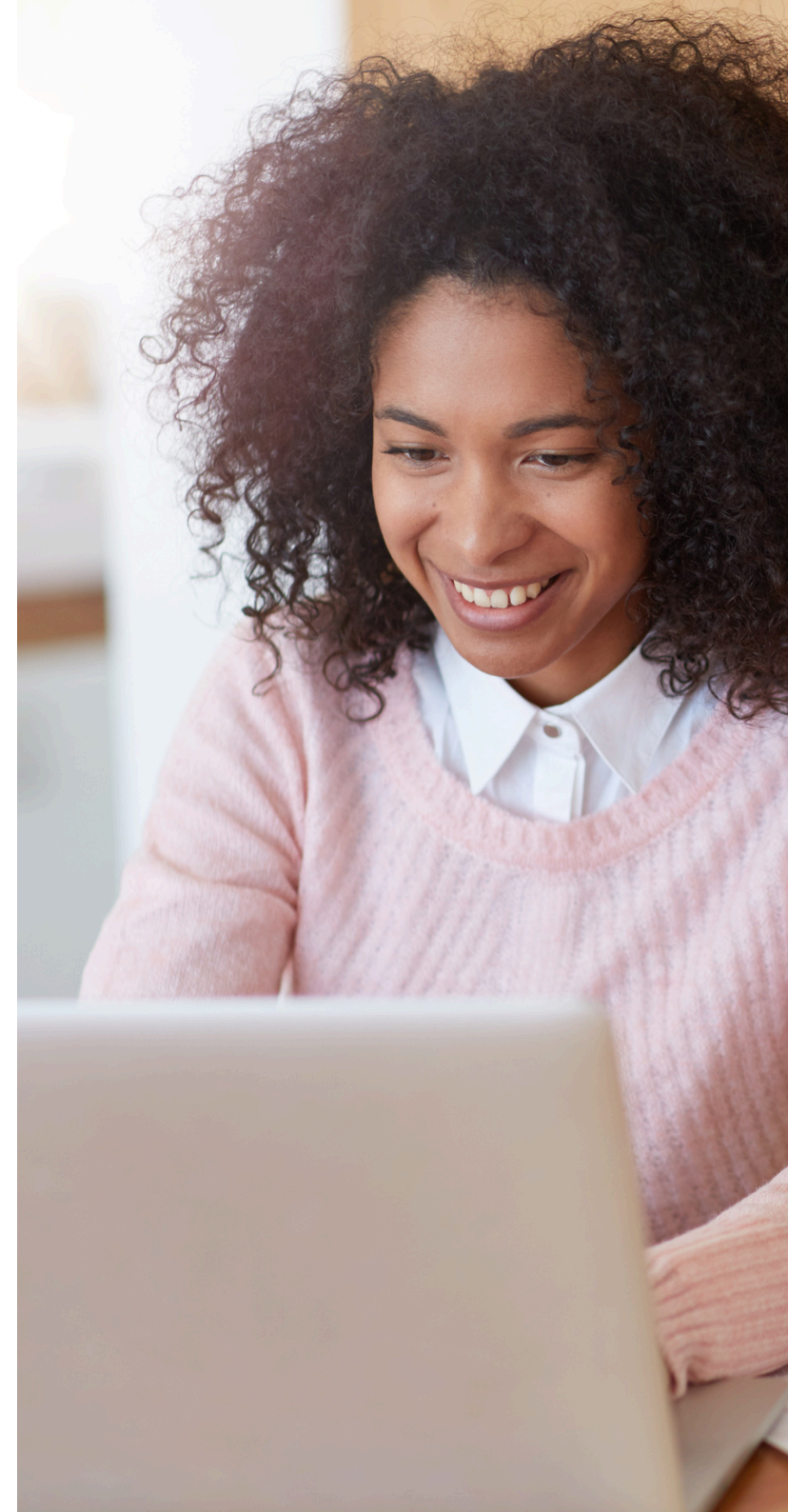
Module 4: Customer Experience and the Customer Journey

This module builds expertise in the principles of marketing communications and how to collaborate with internal and external stakeholders. Learners map online and offline customer journeys, develop personas, design sales funnels, and apply audience segmentation. It also covers key marketing legislation and fosters continuous professional development as a modern marketer.

Topics Covered:

- Principles of Marketing Communications
- Working with Internal Stakeholders
- External Stakeholder Marketing
- Online and Offline Customer Journey Marketing
- Customer Personas
- Sales Funnels
- Audience Segmentation
- Marketing Legislation
- Continuous Professional Development as a Marketer

Live Classes: 4 Sessions



Modules

5

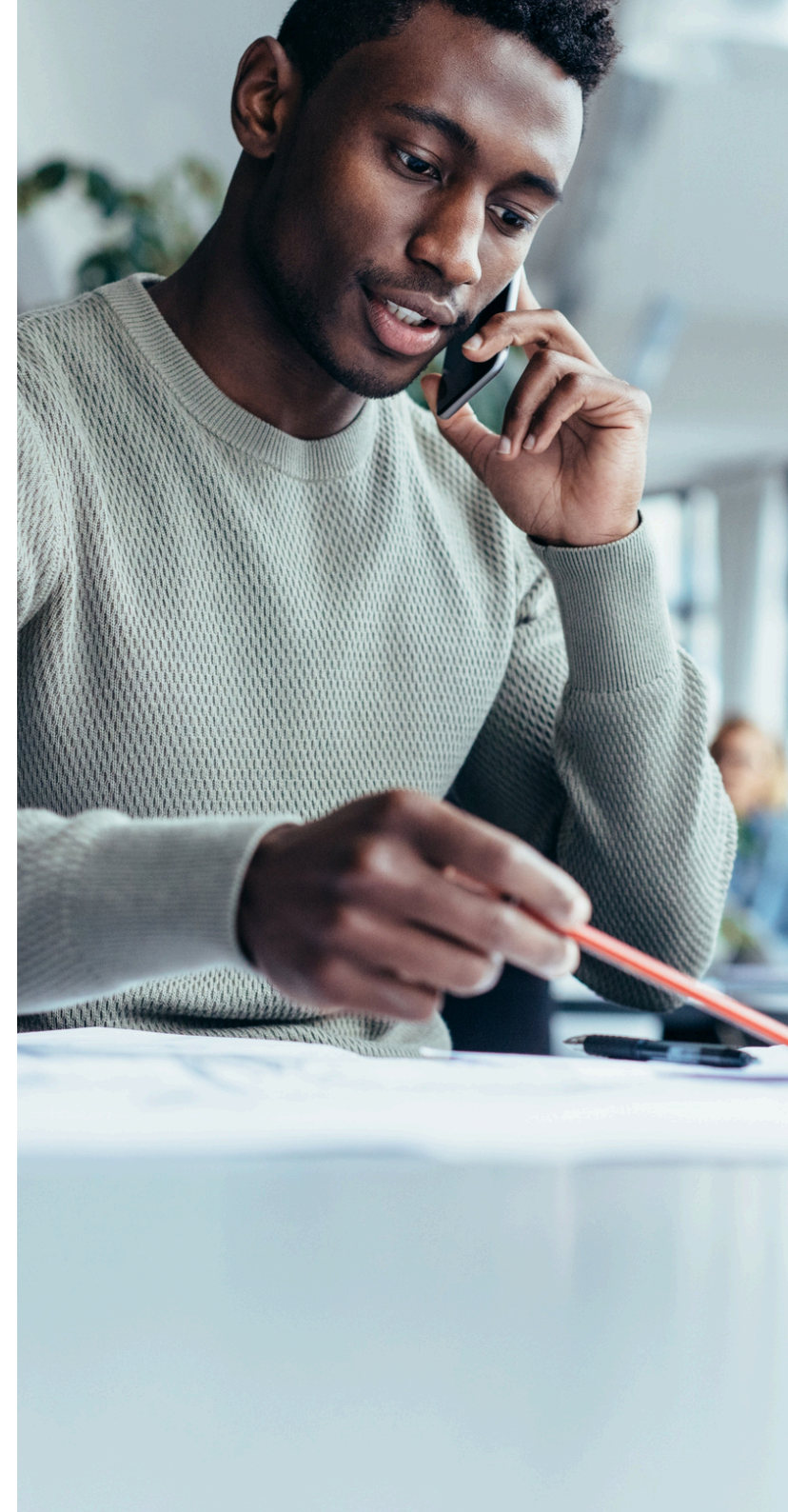
Module 5: Campaign Implementation and Management

This module develops practical expertise in designing and delivering integrated campaigns. Learners cover principles of design and copywriting, content design for offline and online assets, and co-ordinating cross-channel activity. It includes the campaign management process, research, budget management, effective use of CMS, and hands-on campaign implementation from brief to evaluation.

Topics Covered:

- Principles of Design and Copywriting
- Content Design for both Offline and Online Assets
- Co-ordinating Offline and Online Marketing Assets
- Cross-Channel Behaviour
- Campaign Management Process
- Campaign Research
- Budget Management of a Campaign
- Content Management Systems (CMS)
- Campaign Implementation

Live Classes: 1 Session



Modules

6

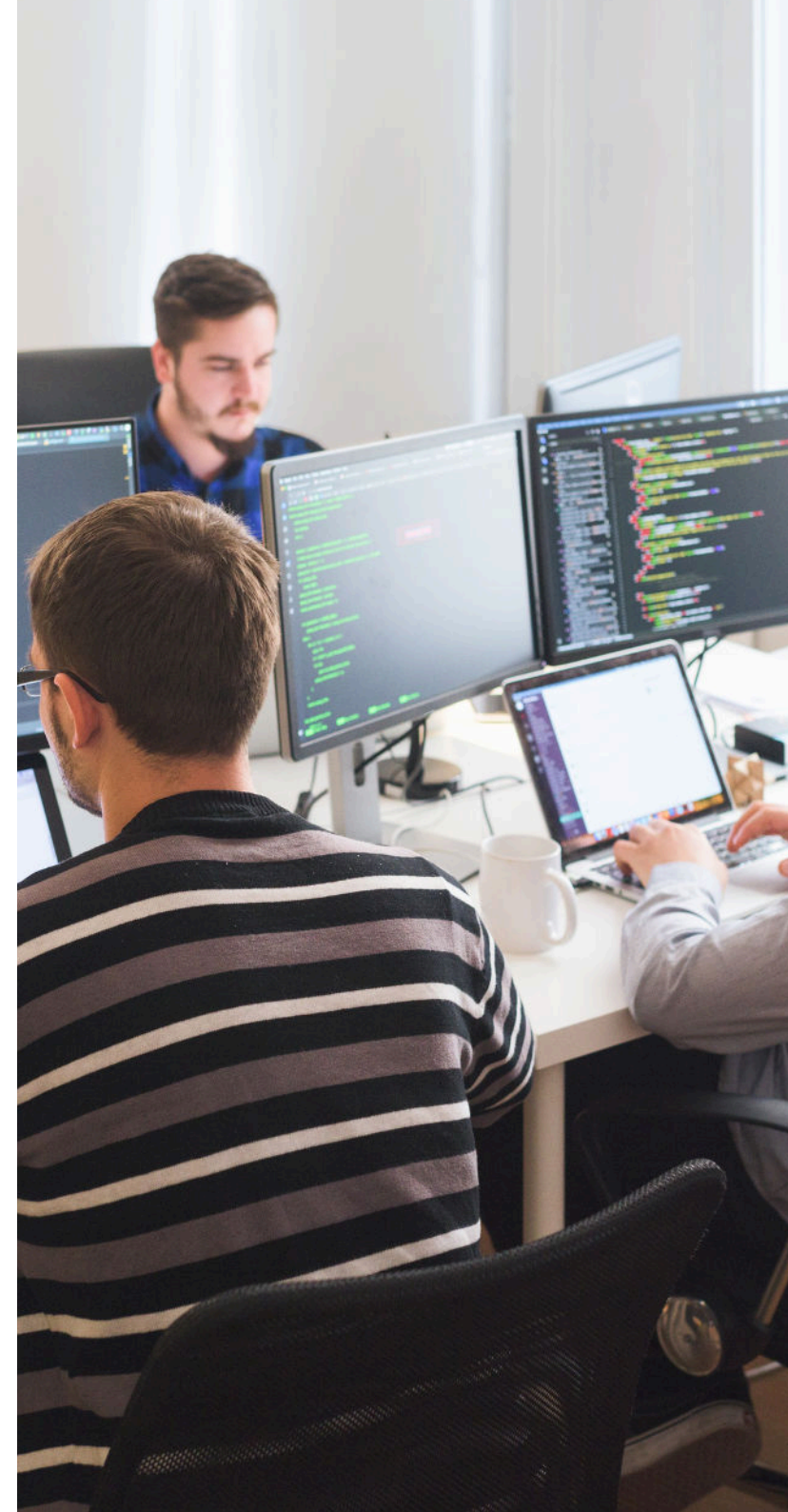
Module 6: Data Analysis and Marketing Evaluation

This module equips learners to plan, track, and optimise campaigns using data. It covers marketing data tools, project management tools, and rigorous ROI measurement. Learners design monitoring frameworks, select meaningful performance metrics, and analyse customer and campaign data—turning insights into clear recommendations, continuous improvement, and impact-focused reporting.

Topics Covered:

- Marketing Data Tools
- Project Management Tools
- Measuring Return on Investment (ROI)
- Campaign Monitoring
- Metrics to Monitor Campaign Performance
- Analysing Customer Data
- Analysing Campaign Data

Live Classes: 3 Session



End-Point Assessment



The End-Point Assessment (EPA) is completed with an awarding body. We ensure that the student is well prepared by conducting mock assessments and internal checks throughout the apprenticeship journey. Once we are in agreement that you are ready, with approval from the employer, the student will then be submitted for EPA.

Assessment Criteria

The apprenticeship criteria is made up of **Knowledge, Skills and Behaviours** that makes the occupational standard.



Knowledge

The ability to convey knowledge effectively



Skills

Demonstrate practical skills with confidence



Behaviour

Exhibit professional workplace behaviour

You can view all of the detailed assessment criteria within the **Content Creator** standard via Skills England.

EPA Process



Portfolio

Everything prior to gateway is completed with **Velocity Academy**

Gateway (End of practical learning period)

Everything post gateway is completed with the End Point Assessment Organisation (**EPAO**).



Professional Discussion



Project Presentation with Questions

Certificate & Achievement





Ready to partner with us?

0113 286 6453



velocity-academy.co.uk

This information is correct as of publishing in August 2025

V1.0 2025

Funded by



Department
for Education

