

# Apprenticeships on Offer

See some of the apprenticeships currently available:

## Junior Content Producer Level 3

A Junior Content Producer (also referred to as a Creative Content Assistant) is responsible for developing and creating content that can be used across a variety of media including digital, social media, broadcast or in print. Working to the customer/client brief, they research, prepare and develop the media messaging to maximise audience engagement, capturing the strategy and objectives of the brand and needs of the customer they are representing. The content they create can be used as part of media, advertising and marketing campaigns. They can work in advertising, marketing or digital agencies, or in interactive roles for broadcasters. Junior Content Producers may progress into Content Creation/Development roles at more senior levels across the industry, including with digital agencies, broadcasters and publishers.



## Business Administrator Level 3

Business administrators have a highly transferable set of knowledge, skills and behaviours that can be applied in all sectors. This includes small and large businesses alike; from the public sector, private sector and charitable sector. The role may involve working independently or as part of a team and will involve developing, implementing, maintaining and improving administrative services. Business administrators develop key skills and behaviours to support their own progression towards management responsibilities.

The responsibilities of the role are to support and engage with different parts of the organisation and interact with internal or external customers. With a focus on adding value, the role of business administrator contributes to the efficiency of an organisation, through support of functional areas, working across teams and resolving issues as requested. The flexibility and responsiveness required allows the apprentice to develop a wide range of skills.



## Marketing Executive Level 4

A Marketing Executive will help shape, support, and deliver marketing plans, working in conjunction with the Marketing Manager who will define the overall marketing strategy. A highly audience focused role which requires creativity, communication, and project management skills - these individuals are responsible for planning and executing tactical and targeted marketing activity. Typical responsibilities include:

- **Managing and maintaining key marketing channels, including digital, offline and social media**
- **Planning and delivering tactical integrated marketing campaigns**
- **Managing the production and distribution of marketing materials**
- **Liaising and networking with a range of stakeholders including customers, colleagues, suppliers (incl. agencies) and partner organisations**
- **Collecting and analysing research information to understand target audience behaviour and views across the market in general and the marketing mix**
- **Assisting in the achievement of brand positioning to agreed guidelines**
- **Organising and attending events such as conferences, seminars, receptions and exhibitions.**



## Broadcast Production Assistant Level 3

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A Broadcast Production Assistant (also referred to as Broadcast Assistant, TV/Radio Production Assistant, Production Secretary, Runner, Production Management Assistant) provides support and assistance to editorial or technical colleagues to ensure the smooth delivery of content for TV or Radio productions (programmes). These productions may cover different genres including factual, daytime, light entertainment, drama, comedy, documentary and current affairs. Broadcast Production Assistants work as part of a Production Team and need to be adaptable and able to learn quickly on the job; building their understanding of the TV & Radio industry as they move across production teams.

As part of their role, Broadcast Production Assistants may be involved in developing programme ideas, supporting the pitching of these new ideas and then work as part of a production team to develop and deliver these. Broadcast Production Assistants may plan projects or events, manage guests, and obtain and manage resources, including finance. They may also need to assist production colleagues in technical support and operational areas such as camera, lighting, sound and editing. For commercial and independent TV and Radio sectors, tasks could also include developing branding, promotions or commercials and working with marketeers. Broadcast Production Assistants may progress into TV or radio creative, production management or editing roles, such as Researcher, Production Co-ordinator Editorial Co-ordinator.



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