



#LOVELEARNPLAY

**WE ARE LEARNPLAY FOUNDATION**

**WELCOME PACK**  
**JUNIOR CONTENT PRODUCER**

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**“LEARNPLAY FOUNDATION  
IS A VISIONARY  
SOCIAL ENTERPRISE”  
- JOHN HARRIS, THE GUARDIAN**



## WHO ARE LEARNPLAY FOUNDATION?

**LearnPlay Foundation** was established in 2007 as a not-for-profit organisation with charitable, educational, community and social objectives. Since 2007 we have grown into so much more! From film production, editing, computer game programming, design, distribution, direct marketing and promotional activities, LearnPlay holds a strong commercial and civic portfolio.

We have been learning specialists for over 15 years. Our journey in the world of learning aims to disrupt tired learning delivery and make it exciting, compelling and accessible.

Our mission has always been to help organisations & people reach their desired goals and potential by distilling learning in a meaningful & impactful way to help create agile and skilled workforces.

We have worked with over 7000 individuals and organisations with positive and progressive outcomes. Our apprenticeship delivery has recently reached 649 completions.

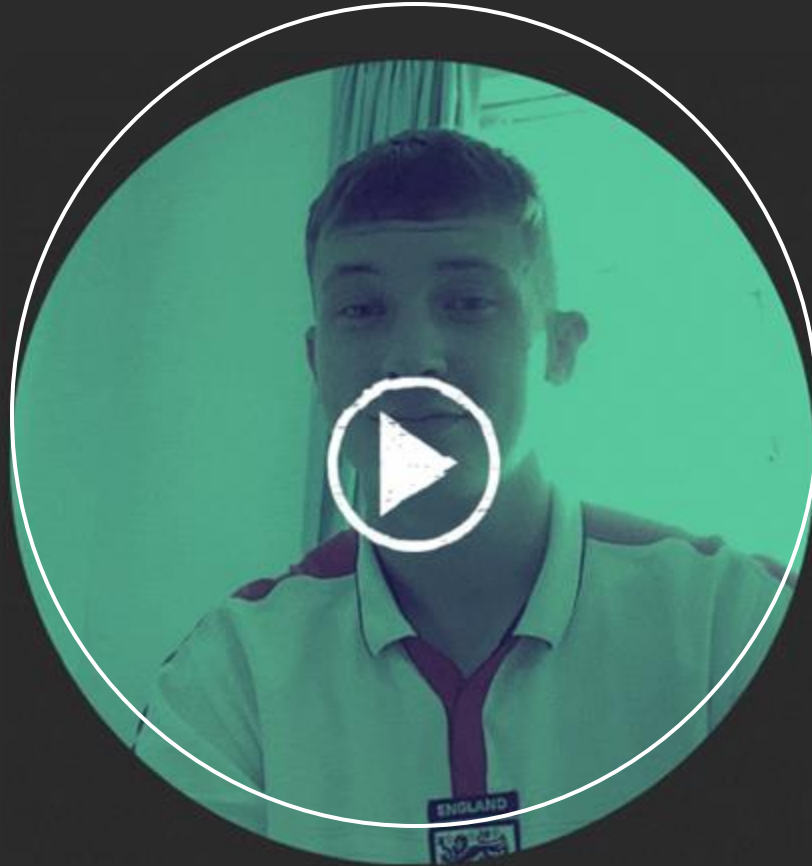
**We are a national leader** in apprenticeships for new hires and upskilling. **Our completion rate sits proudly at 93%** against the ESFA benchmark of 53%, with our timely completions at 100%.



# TESTIMONIALS FROM PREVIOUS APPRENTICES



ELERI



ALEX



HALLIE



# WELCOME TO YOUR APPRENTICESHIP

## Welcome to your learning journey with LearnPlay Foundation!

This is an exciting time that promises to be **fun and educational** while equipping you with real-world skills to utilise in the workplace.

For the duration of your time with us, your life will be filled with **engaging learning** that will challenge you and help you to acquire, practice and improve your skills.

You will spend your time with **seasoned professionals** who will teach you everything you need to know in your chosen apprenticeship. Each task set for you will build your expertise and your confidence!

By the time your apprenticeship reaches its conclusion, you will feel ready and able to **take on any future challenges** within the industry.

From all of us at LearnPlay Foundation - we **look forward to meeting you** and getting to know you better!







# YOUR APPRENTICESHIP

## JUNIOR CONTENT PRODUCER

A **Content Producer** designs a range of solutions for print and digital media. Whether for social media, websites, or on air, there are a diverse range of platforms for which content must be created.

You will learn how to work with clients, creating a comprehensive brief that reflects your client's needs, wants, desires and overall vision.

To **create** the perfect brief you will perform in-depth **research** taking into consideration the client's **target audience, outlets, channels**, and objectives while ensuring a maximum return on investment through your highly targeted strategy.

There will be exciting opportunities to **work with industry experts** to enhance your experience fuelled by your passion for technology and creating on point, beautiful, eye-catching content.

Once your apprenticeship is complete you will ably step into a role within a digital agency.



# APPRENTICESHIP DELIVERY

Your apprenticeship will be delivered to you in one of **three ways** depending on your location:

- On-site
- Online (remote)
- A combination of on-site and online (blended)

Your studies will include a mixture of:

- Individual coaching
- Video tutorials
- Workshops and events
- On the job training

No matter which form of delivery you take part in you can be sure that **you will be learning up to date, industry-relevant content** that will prepare you for your future.

With your newly acquired skills and training, you will be prepared to take on the exciting challenges of the workplace!



# COURSE CONTENT

	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Activities</b>	1. Induction 2. Personal Bio  Knowledge Workshops: 1. Learning & Development Plan 2. Develop Own Professionalism & Effectiveness 3. Formalities of Business 4. Legal & Regulatory Compliance 5. CPD	Knowledge Workshops: 1. Equality & Diversity in the workplace	Progress Review	Knowledge Workshops: 1. SEO 2. Metadata	Knowledge Workshops: 1. Writing text for non-linear mediums 2. Managing & marketing own skills & services	Knowledge Workshops: 1. Principles of negotiation  Functional Skills to be completed  Progress Review	Knowledge Workshops: 1. Evaluating successful campaigns 2. Professional networks	Knowledge Workshops: 1. Audience segmentation & drivers 2. Commercial pressures	Progress Review	Revision sessions around knowledge areas	Revision sessions around knowledge areas	Revision sessions around knowledge areas  Portfolio to be finalised  Progress Review
	Rotation 1: 1. Introduction & workshops around a digital discipline (web, design, video) 2. Easy, Intermediate & Advanced briefs	Rotation 2: 1. Introduction & workshops around a digital discipline (web, design, video) 2. Easy, Intermediate & Advanced briefs	Rotation 3: 1. Introduction & workshops around a digital discipline (web, design, video) 2. Easy, Intermediate & Advanced briefs	Completing Intermediate & Advanced briefs per digital discipline	Completing Intermediate & Advanced briefs per digital discipline	Completing Intermediate & Advanced briefs per digital discipline	Completing Intermediate & Advanced briefs per digital discipline  Client roleplay	Completing Intermediate & Advanced briefs per digital discipline  Client roleplay	Completing Intermediate & Advanced briefs per digital discipline  Client roleplay	Mock EPA: 1. Observation 2. Set Brief 3. Discussion	Mock EPA: 1. Observation 2. Set Brief 3. Discussion	Mock EPA: 1. Observation 2. Set Brief 3. Discussion
<b>Outcomes per Quarter</b>	1. Proficiency & ability to: a. Develop websites b. Produce digital designs c. Produce & edit video content  2. Portfolio production to have begun, storing all work completed towards briefs.  3. CPD log to be maintained & updated			1. Knowledge, Skills & Behaviours developed to date to be reinforced by completing briefs for each discipline focused around feedback from previous briefs.  2. Learners will be able to respond to set briefs unaided  3. Portfolio to be maintained & updated  4. CPD log to be maintained & updated  5. Functional Skills to be achieved			1. Knowledge, Skills & Behaviours developed to date to be reinforced by completing briefs for each discipline focused around feedback from previous briefs.  2. Learners will be able to respond to set briefs unaided  3. Learners will be able to respond appropriately to client questions & concerns  3. Portfolio to be maintained & updated  4. CPD log to be maintained & updated			1. All Knowledge, Skills & Behaviours across standard to be embedded & evidenced within portfolio  2. Learner must be ready for End Point Assessment: a. Competent when responding to briefs across all disciplines b. Confident when discussing their apprenticeship, what they have learnt & achieved c. Understand the components of EPA & able to respond to each within the set timeframe  3. Portfolio to be complete, easy to navigate & ready for external inspection  4. CPD log to be fully up to date  5. EPA date will be confirmed		





# COURSE CONTENT - QUARTERS 1 & 2

		Quarter 1			Quarter 2		
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
<b>Activities</b>	<p>1. Induction</p> <p>2. Personal Bio</p> <p><b>Knowledge Workshops:</b></p> <p>1. Learning &amp; Development Plan</p> <p>2. Develop Own Professionalism &amp; Effectiveness</p> <p>3. Formalities of Business</p> <p>4. Legal &amp; Regulatory Compliance</p> <p>5. CPD</p>	<p><b>Knowledge Workshops:</b></p> <p>1. Equality &amp; Diversity in the workplace</p>	<p><b>Progress Review</b></p>	<p><b>Knowledge Workshops:</b></p> <p>1. SEO</p> <p>2. Metadata</p>	<p><b>Knowledge Workshops:</b></p> <p>1. Writing text for non-linear mediums</p> <p>2. Managing &amp; marketing own skills &amp; services</p>	<p><b>Knowledge Workshops:</b></p> <p>1. Principles of negotiation</p> <p>Functional Skills to be completed</p> <p>Progress Review</p>	
	<p><b>Rotation 1:</b></p> <p>1. Introduction &amp; workshops around a digital discipline (web, design, video)</p> <p>2. Easy, Intermediate &amp; Advanced briefs</p>	<p><b>Rotation 2:</b></p> <p>1. Introduction &amp; workshops around a digital discipline (web, design, video)</p> <p>2. Easy, Intermediate &amp; Advanced briefs</p>	<p><b>Rotation 3:</b></p> <p>1. Introduction &amp; workshops around a digital discipline (web, design, video)</p> <p>2. Easy, Intermediate &amp; Advanced briefs</p>	<p>Completing Intermediate &amp; Advanced briefs per digital discipline</p>	<p>Completing Intermediate &amp; Advanced briefs per digital discipline</p>	<p>Completing Intermediate &amp; Advanced briefs per digital discipline</p>	
<b>Outcomes per Quarter</b>	<p><b>1.Proficiency &amp; ability to:</b></p> <p>a. Develop websites</p> <p>b. Produce digital designs</p> <p>c. Produce &amp; edit video content</p> <p>2. Portfolio production to have begun, storing all work completed towards briefs.</p> <p>3. CPD log to be maintained &amp; updated</p>			<p>1. Knowledge, Skills &amp; Behaviours developed to date to be reinforced by completing briefs for each discipline focused around feedback from previous briefs.</p> <p>2. Learners will be able to respond to set briefs unaided</p> <p>3. Portfolio to be maintained &amp; updated</p> <p>4. CPD log to be maintained &amp; updated</p> <p>5. Functional Skills to be achieved</p>			



# COURSE CONTENT - QUARTERS 3 & 4

		Quarter 3			Quarter 4		
		Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Activities</b>	<b>Knowledge Workshops:</b> 1. Evaluating successful campaigns  2. Professional networks	<b>Knowledge Workshops:</b> 1. Audience segmentation & drivers  2. Commercial pressures	<b>Progress Review</b>		Revision sessions around knowledge areas	Revision sessions around knowledge areas	Revision sessions around knowledge areas  <b>Portfolio to be finalised</b>  <b>Progress Review</b>
	Completing Intermediate & Advanced briefs per digital discipline  Client roleplay	Completing Intermediate & Advanced briefs per digital discipline  Client roleplay	Completing Intermediate & Advanced briefs per digital discipline  Client roleplay	<b>Mock EPA:</b> 1. Observation 2. Set Brief 3. Discussion	<b>Mock EPA:</b> 1. Observation 2. Set Brief 3. Discussion	<b>Mock EPA:</b> 1. Observation 2. Set Brief 3. Discussion	
<b>Outcomes per Quarter</b>	1. Knowledge, Skills & Behaviours developed to date to be reinforced by completing briefs for each discipline focused around feedback from previous briefs. 2. Learners will be able to respond to set briefs unaided 3. Learners will be able to respond appropriately to client questions & concerns 3. Portfolio to be maintained & updated 4. CPD log to be maintained & updated				1. All Knowledge, Skills & Behaviours across standard to be embedded & evidenced within portfolio 2. Learner must be ready for End Point Assessment: a. Competent when responding to briefs across all disciplines b. Confident when discussing their apprenticeship, what they have learnt & achieved c. Understand the components of EPA & able to respond to each within the set timeframe 3. Portfolio to be complete, easy to navigate & ready for external inspection 4. CPD log to be fully up to date 5. EPA date will be confirmed		



# COURSE CONTENT - ALL MODULES

Once you have completed a module check it off to see your progress.

Content Planning	Knowledge & Understanding	Content Development	Knowledge & Understanding
<p>A Junior Content Producer is able to:</p> <ul style="list-style-type: none"> <li>■ Interpret the objectives of the client's/customer's brief</li> <li>■ Research ideas and concepts to meet the brief</li> <li>■ Analyse the differences between media campaigns aimed at retention, acquisition and conversion of customers for clients</li> <li>■ Identify &amp; recommend the appropriate platform/s or channel/s to use for the media campaign</li> <li>■ Present ideas, pitches and proposals for creative content to be further developed</li> <li>■ Ensure that the content being developed is organised, structured and labelled effectively and in a logical manner that allows for efficient search and retrieval</li> </ul>	<p>A Junior Content Producer knows and understands:</p> <p>How to identify the commercial drivers for a client/customer</p> <ul style="list-style-type: none"> <li>■ The importance of brand, brand awareness and the intended audience within a brief</li> <li>■ How print and digital audiences differ and the different communication styles that could be used</li> <li>■ How creative content can be used across channels and platforms</li> <li>■ How to work within a budget allocation for a brief</li> <li>■ Where content creation fits within a marketing strategy</li> <li>■ The applicability of emerging technologies, standards and trends to a campaign</li> <li>■ How to select/create a metadata schema to classify content for storage</li> </ul>	<p>A Junior Content Producer is able to:</p> <ul style="list-style-type: none"> <li>■ Storyboard and outline script their ideas for content to be developed</li> <li>■ Operate effectively within the production workflow</li> <li>■ Obtain media assets for use within content creation</li> <li>■ Ensure content is accessible to all end users and language best practice is applied</li> <li>■ Develop and maintain effective working relationships with clients, colleagues and suppliers</li> <li>■ Understand the user experience to ensure content is focused on maximising engagement</li> </ul>	<p>A Junior Content Producer knows and understands:</p> <ul style="list-style-type: none"> <li>■ The different styles of writing that can be used according to the type of campaign</li> <li>■ How to establish the appropriate tone of voice for the campaign</li> <li>■ How to write text for a non-linear medium</li> <li>■ Understand the end to end production workflow process and the key stages, and own role within this</li> <li>■ The regulatory and legal requirements when using media assets such as copyright, intellectual property rights, web accessibility etc</li> <li>■ Understand the principles of negotiation and how to apply these when acquiring channel and platform space or time.</li> </ul>



# COURSE CONTENT - ALL MODULES

Once you have completed a module check it off to see your progress.

Content Creation and Evaluation	Knowledge & Understanding
<p>A Junior Content Producer is able to:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Write and edit copy for use in print and online</li> <li><input type="checkbox"/> Capture images and audio using basic video, still cameras and audio equipment</li> <li><input type="checkbox"/> Use industry-standard packages to edit and post-produce content</li> <li><input type="checkbox"/> Prepare media assets for use</li> <li><input type="checkbox"/> Manage media assets correctly, within agreed taxonomies and file types</li> <li><input type="checkbox"/> Optimise web page content to ensure high rankings in search engine results</li> <li><input type="checkbox"/> Use industry-standard tools and content management systems to manage content</li> <li><input type="checkbox"/> Assist in hosting message boards and engaging with audiences through social media</li> <li><input type="checkbox"/> Respond to audience feedback in a timely and appropriate manner</li> <li><input type="checkbox"/> Use lessons learned to evaluate the success of the campaign and identify areas for improvement for future campaigns</li> </ul>	<p>Junior Content Producer knows and understands:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> A comprehensive grasp of grammar, punctuation and spelling</li> <li><input type="checkbox"/> How to write copy that persuades a person or group or raises brand awareness</li> <li><input type="checkbox"/> How to capture video, pictures, graphics and sound from various formats, in preparation for non-linear editing</li> <li><input type="checkbox"/> How the editing approach affects the production of the content</li> <li><input type="checkbox"/> How to identify and manipulate media assets from various sources</li> <li><input type="checkbox"/> How to securely store and access media assets</li> <li><input type="checkbox"/> How to archive, conserve and preserve images</li> <li><input type="checkbox"/> How to use search-engine optimisation techniques</li> <li><input type="checkbox"/> How to publish web pages using mark-up and style sheets</li> <li><input type="checkbox"/> How to segment and understand audiences</li> <li><input type="checkbox"/> How to gather data to evaluate the success of the campaign against the client/customer objectives</li> </ul>

Industry Awareness	Knowledge & Understanding
<p>A Junior Content Producer is able to:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Develop, maintain and use professional networks</li> <li><input type="checkbox"/> Develop and maintain own competence and knowledge in specialist areas</li> <li><input type="checkbox"/> Follow health and safety procedures in the workplace</li> </ul>	<p>Junior Content Producer knows and understands:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The culture of creative media organisations</li> <li><input type="checkbox"/> Commercial pressures, project deadlines and organisation working practices</li> <li><input type="checkbox"/> How to manage and market their own skills and services</li> </ul>



# COURSE CONTENT - ALL MODULES

Once you have completed a module check it off to see your progress.

## Behaviours

Junior Content Producers will be expected to demonstrate:

- A passion for creating content for creative and digital media
- An ability to work effectively both individually and collaboratively as part of a team
- The ability to build and maintain positive relationships with customers
- A strong work ethic and commitment in order to meet the standards required
- Recognition and compliance with equality and diversity in the workplace

## Other Information

### Level

This apprenticeship is set at level 3.

### Qualifications

Individual employers will set their own entry requirements, but this will typically include English and Maths at GCSE Grade C or above. Apprentices without English or Maths Level 2 must achieve this prior to taking the end point assessment.

### Duration

This apprenticeship will typically take 12 - 18 months to complete.





# YOUR WEEK PLANNER

Enter important dates and tasks in your Google Calendar.

Note Your Tasks & Sessions

Monday	Tuesday	Wednesday	Thursday	Friday



# SCHEDULED VISITS

Enter the dates and times for your visits and the Coach they are scheduled with.

Copy and paste your Zoom link below:

Visit 1	Date and Time	Visit with	Remote In Person
Visit 2	Date and Time	Visit with	Remote In Person
Visit 3	Date and Time	Visit with	Remote In Person
Visit 4	Date and Time	Visit with	Remote In Person
Visit 5	Date and Time	Visit with	Remote In Person
Visit 6	Date and Time	Visit with	Remote In Person

Visit 7	Date and Time	Visit with	Remote In Person
Visit 8	Date and Time	Visit with	Remote In Person
Visit 9	Date and Time	Visit with	Remote In Person
Visit 10	Date and Time	Visit with	Remote In Person
Visit 11	Date and Time	Visit with	Remote In Person
Visit 12	Date and Time	Visit with	Remote In Person



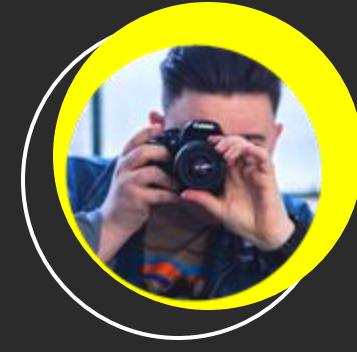
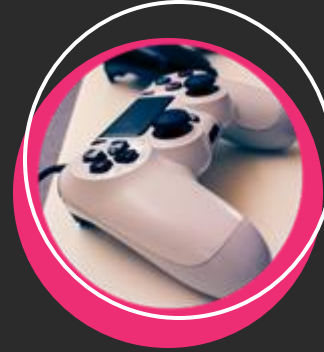
# ACCESS COURSE MATERIALS

1. [Seo Workshop](#)
2. [Non-Linear Writing - Impact Information](#)

## ADD YOUR LINKS BELOW

Copy and paste links to your course material in the spaces below.


# YOUR TUTORS AND ASSESSOR



**LIAM PAGE**

- DESIGN/DEPARTMENT HEAD -

Email: [liam.page@learnplay.me](mailto:liam.page@learnplay.me)



**HANNAH BROADBENT**

- DESIGN -

Email: [Hannah.broadbent@learnplay.me](mailto:Hannah.broadbent@learnplay.me)



**JUSTIN RUTHERFORD**

- EPA COACH -

Email: [justin@learnplay.org.uk](mailto:justin@learnplay.org.uk)



**KALLUM WRIGHT**

- FILM -

Email: [kallum.wright@learnplay.me](mailto:kallum.wright@learnplay.me)



**ELLIE MATTIELLO**

- FILM -

Email: [ellie.mattiello@learnplay.me](mailto:ellie.mattiello@learnplay.me)



# WHAT DO I DO IF I'M NOT HAPPY WITH MY APPRENTICESHIP?

Should you have any difficulties or need to make a complaint, this is the procedure to follow:

1. Speak to the Tutor / Assessor /Coach
2. Contact the HR Department: [hr@learnplay.org.uk](mailto:hr@learnplay.org.uk)

## APPEALS PROCEDURE

Should you wish to make an appeal, this is the procedure to follow:

1. Speak to the Programme Lead
2. Contact the HR Department: [hr@learnplay.org.uk](mailto:hr@learnplay.org.uk)

## OTHER USEFUL CONTACTS

HR Department: [hr@learnplay.org.uk](mailto:hr@learnplay.org.uk)

Finance Department: [finance@learnplay.org.uk](mailto:finance@learnplay.org.uk)

Senior Team: [seniorteam@learnplay.org.uk](mailto:seniorteam@learnplay.org.uk)

Georgia Smith (Projects & Account Lead): [georgia@learnplay.org.uk](mailto:georgia@learnplay.org.uk)

Alina Gheorghe (Operations Lead & Directors EA) : [alina@learnplay.org.uk](mailto:alina@learnplay.org.uk)

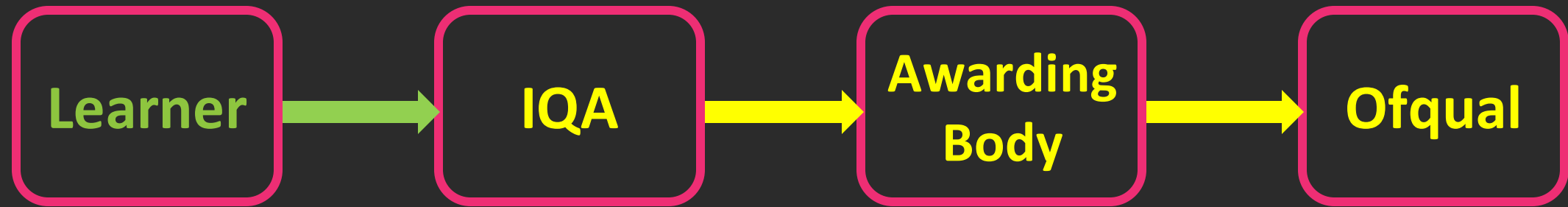
Rachel Kehoe (Director of Learning): [rachel@learnplay.org.uk](mailto:rachel@learnplay.org.uk)





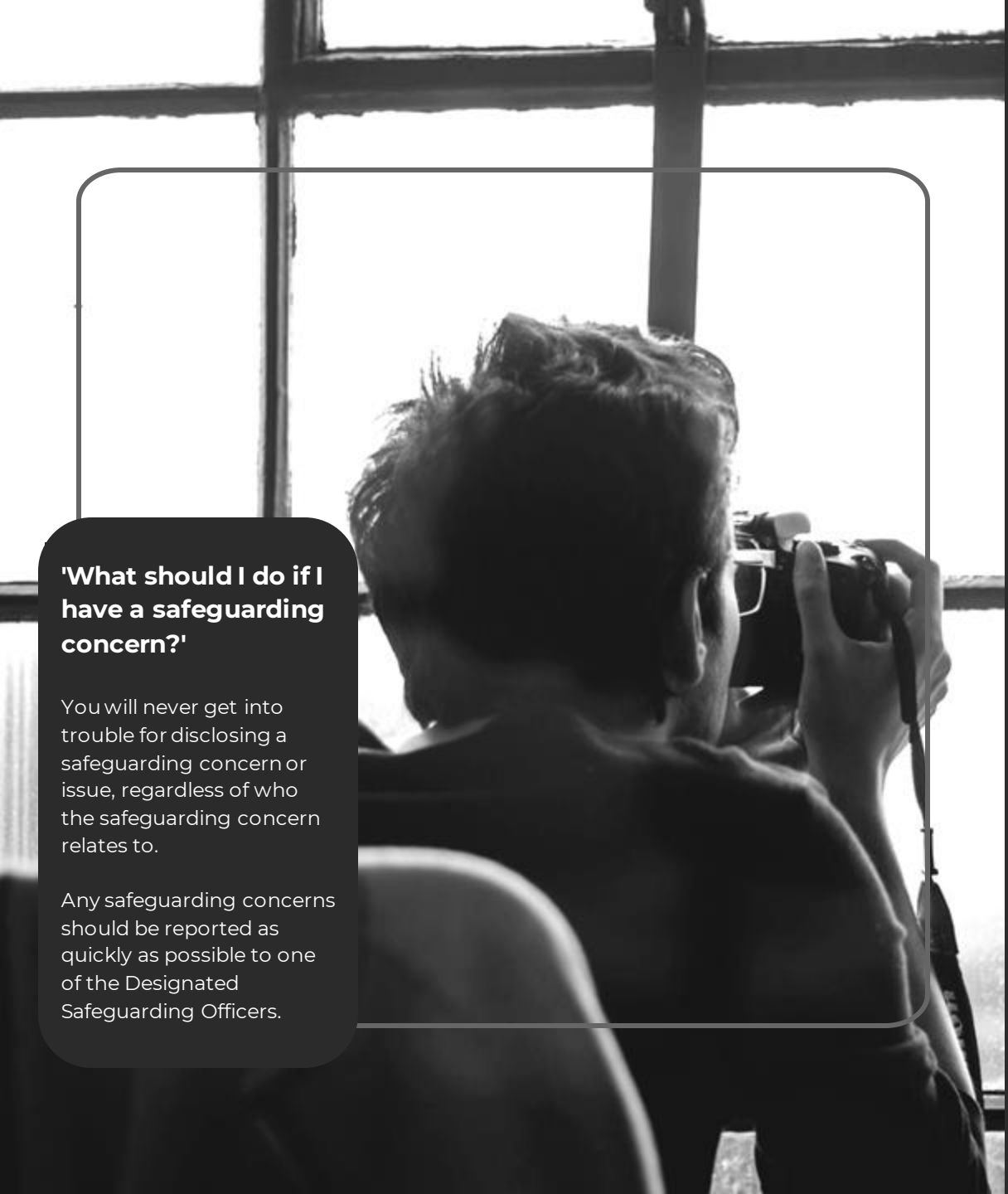
# APPEALS PROCEDURE

If you are unhappy with your grading, here is the procedure you should follow:



Please do not be afraid to come forward if you have a query regarding your qualification work. You will never get in trouble for asking questions and seeking clarification!





### 'What should I do if I have a safeguarding concern?'

You will never get into trouble for disclosing a safeguarding concern or issue, regardless of who the safeguarding concern relates to.

Any safeguarding concerns should be reported as quickly as possible to one of the Designated Safeguarding Officers.

# SAFEGUARDING



## WHAT IS SAFEGUARDING ?

Safeguarding is aimed at protecting vulnerable children and adults from abuse, neglect, radicalisation and anything which may bring themselves or others to harm.

## WHAT ARE THE MAIN ELEMENTS OF SAFEGUARDING ?

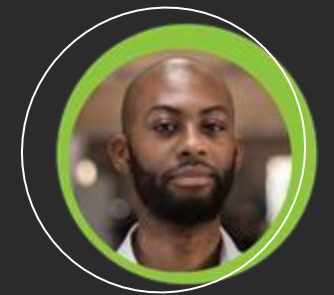
Some of the main elements of safeguarding are:

- Abuse and domestic violence
- Mental health support
- Homelessness
- Internet safety and what's being looked at

## OUR SAFEGUARDING OFFICERS ARE



**ALINA GHEORGHE**  
Email: [alina@learnplay.org.uk](mailto:alina@learnplay.org.uk)



**JUSTIN RUTHERFORD**  
Email: [justin@learnplay.org.uk](mailto:justin@learnplay.org.uk)



## LINKS

**LearnPlay Website:** <https://learnplayfoundation.com/>

**Intranet:** <https://learners.learnplayfoundation.com/>

**Pass:** PurplePufferfish

## GENERAL INFORMATION

[Meet The Team @ LearnPlay Foundation](#)

## LPF POLICIES

- **LearnPlay Foundation Policies**  
Code of Conduct / British Values / Equality and Diversity / Health and Safety / Prevent / Safeguarding / GDPR
- **Employee Handbook**
- **If You are Late or Absent**
- **COVID Policy**

## OTHER USEFUL LINKS


1. [Email Writing \(HR\)](#)
2. [All HR Related Documents](#)



# YOUR ACCOUNT LOGIN DETAILS


Keep your account details here for ease of access.

Gmail




Password or Password Hint

Canvas




Password or Password Hint

LPF Intranet




Password or Password Hint


Google Calendar



Password or Password Hint



Password or Password Hint



Password or Password Hint

# YOUR ACCOUNT LOGIN DETAILS

Keep your account details here for ease of access.



Password or Password Hint



Password or Password Hint



Password or Password Hint

Keep your account details here for ease of access.



Password or Password Hint



Password or Password Hint



Password or Password Hint





# RETURNING YOUR EQUIPMENT

Once your time at LearnPlay Foundation comes to an end please return all the equipment you signed for at the beginning of your apprenticeship.

You can do this by:

- **Organising with HR** to drop off your equipment
- **Returning your equipment via courier** in packaging from LearnPlay

If you are unsure of what to do with your equipment speak to your **Department Lead** and they will let you know who to contact.

Kindly keep your laptop stored in the laptop bag provided. Please look after your equipment as it will be passed on to the next set of apprentices who follow you.

Thank you.



# FOLLOW LEARNPLAY



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[LEARNPLAYFOUNDATION](#)