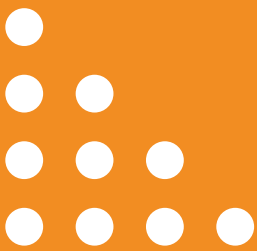


Our Apprenticeships





What is it like to be a learner with this provider?

“ Apprentices love their jobs and enjoy learning from industry experts, and knowledgeable development coaches and line managers. Apprentices welcome the precise feedback on their work, and this encourages them to produce a high standard of work that helps their employers and clients. Apprentices become competent digital marketers and content producers for businesses and entertainment venues. They value the highly effective support and guidance from staff and employers.”

This is the opening judgement of our Ofsted Report published in November 2019





Welcome

Creative Alliance is an Independent Training Provider that operates as a social enterprise. We specialise in enabling talented people from different backgrounds and experiences to succeed. We help them get into and then get in creative, digital, and marketing roles within any company. We do this by providing careers education, apprenticeships, and training courses for people to help them get their foot in the door.

We provide Work Based Learning and apprenticeship programmes for a range of different roles including digital marketers; digital content producers; graphic designers; theatre technicians; event organisers; photography assistants; customer service practitioners and many more.

Since 2005 Creative Alliance have worked with hundreds of employers to help grow their businesses. This includes providing advice for employers about employing an apprentice or training existing staff to strengthen the skills within their organisation.

We have successfully linked the right talent with the right workplace creating sustainable employment for people and providing businesses with access to the next generation of creative, digital and marketing talent.

If you are interested to find out more about apprenticeships or interested in developing any of these apprenticeships then please get in touch.

info@creativeallianceorg.uk



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What is an Apprenticeship?

An apprenticeship is a government funded work-based training programme. It is someone who works for you who is looking to build up their skills in a certain area. These apprenticeships are based around knowledge, skills, and behaviours related to a job role.

An apprenticeship needs three elements. An employer looking to create a role and support someone in their business, a learner looking to learn and develop their career. And a training provider (us!) who will deliver the training.

Employing an apprentice is a great opportunity for you to add a hardworking and talented person into your team. Working with Creative Alliance you get:

- A free recruitment service by an experienced recruitment co-ordinator to manage applications and provide screened candidates.
- Training by Industry professionals to your standards and within your ethos
- Bespoke training plan tailored for your business needs
- Upskill existing staff through our Digital Skills for business courses or our apprenticeship programmes

Do it all with Creative Alliance

6 hours Off-the-Job and our curriculums

“Off-the-job” training is part of the structure of the apprenticeship.

“Off-the-Job” refers to the time that the employer needs to give to the learner to complete their apprenticeship work. The “Off-the-Job” time is calculated as 6 hours of their contracted hours and the time must be part of their work time.

“Off-the-Job” activities can include:

- Seminars attended online or in person.
- 121 sessions with their development coach.
- Research and independent study on apprenticeship projects
- Completion of apprenticeship projects.
- Revisions and study for apprenticeship exams
- Study and development of skills relevant to the apprenticeship.

It is a requirement of Creative Alliance apprenticeships that off-the-job is structured as either two half days or a full day!

Extensive research and analysis of how learners manage the 6 hours off-the-job indicate that either a full day per week (6-8 hours) or two half days works most effectively.

Analysis indicates off-the-job doesn't work when off-the-job time is flexible or “up to the learner”. Examples of the impact of this includes, learners feeling that they can't manage work and study, anxiety, falling behind in target progress, which has in some instances led to the learner leaving the apprenticeship or resigning from their role.

The 6 hours of “Off-the-Job” time is holistic, meaning it can be front loaded, and it should be. We recommend that when seminars start (within the first 3 months), a full day of “Off-the-Job” time should be provided. This means that less time towards the end of the apprenticeship is needed.

Off-the-Job time is ring fenced, encouraged and protected by the employer. You need to ensure this time is set aside for the apprentice and their learning.

The line manager takes time to understand and contribute to the projects. We will work to make sure the “Off-the-Job” time adds value to the learner and your organisation. But we need your contribution to make sure it does.

Costs of an Apprenticeship

Government Funding:

Levy and Non Levy businesses.

Since 2017 the government changed the way apprenticeships were funded. They classed businesses quite broadly into two areas: Levy and Non Levy

Levy

Levy Payers are for large businesses and these are companies that have a payroll of over £3 million. They pay into a pot based on a percentage of their payroll and this money has to be used for apprenticeship funding. Once a Levy payer has used all their pot, they then move onto the Non-Levy payment system

Non Levy

Non-levy are most businesses and are anyone with a payroll under £3 million. Under these rules the government pays for 95% of the apprenticeship funding and the employer has to pay for 5% of the contract of the apprenticeship. This is called the employer contribution.

Funding of the apprenticeship.

All apprenticeships have a set contract band or funding. This amount is set by government and is different for each apprenticeship. This is the money the training provider receives for delivering one apprenticeship to completion to one learner.

To view all contract bands – please see the link to the institute of apprenticeships [here](#)

A levy payer would have to pay the full amount from their pot.

A non-levy payer has to pay 5% employer contribution of the funding and the government pays the rest.

Contract Bands:

Apprenticeship	Contract/funding	5%
Digital Marketer	£11,000	£550
Marketing Executive	£6,000	£300
Content Creator	£10,000	£600
Creative Venue Technician	£9,000	£450
Cultural Learning and Participation officer	£8,000	£400
Business Admin	£5,000	£250
Ad and Media Executive	£8,000	£400
Software Developer	£18,000	£900
Team Leader	£4,500	£225
Broadcast Production Assistant	£9,000	£450
Events Assistant	£9,000	£450

Wages of apprentices

The minimum wage of an apprentice is £4.81 and this can be paid to any age apprentice for 12 months of their working contract. Beyond that wage needs to reflect National Minimum Wage (NMW). We do however find the best results come for the employers that look to pay what they can. £5.50 an hour is very popular. For a Level 4 apprentice you will need to pay an appropriate wage based on their experience and education.

Annual payments based on hourly wage on a 37.5 hour week:

NMAW	£4.81	£9,379.50
Recommended wage	£5.50	£10,725
NMW 21+	£9.18	£17,901
NLW 22+	£9.50	£18,525

Digital Marketer



Level 3 Apprenticeship

The primary role of a digital marketer is to

define, design, build

and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention.



A digital marketer will typically be working as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign. The marketer will work to marketing briefs and instructions. They will normally report to a digital marketing manager, a marketing manager or an IT Manager.

Summative Portfolio:

The portfolio is most of their learning, it is three major projects that are tailored around your workplace.

Typical Job Roles:

- Digital Marketing Assistant
- Digital Marketing Executive
- Digital Marketing Co-ordinator
- Campaign Executive
- Social Media Executive
- Email Marketing Assistant
- Content Co-ordinator
- SEO Executive
- Analytics Executive
- Digital Marketing Technologist

Project 1 - Marketing and Brand Guidelines

This project requires you to explore what you have learned about your company since starting your apprenticeship.

Project 2 - Language and Content Policy

This project will explore brand policies, including information on health and safety, marketing guidelines and data safety.

Project 3, 4, 5 & 6 - Digital Marketing Campaign

Plan, implement & analyse a marketing campaign Report on metrics & analytics to measure success.

CIW Vendor Qualification

Social Media Strategist

CIW Vendor Qualification

Internet Business Associate

Seminars and Qualifications:

Throughout the 15 month qualification there are 20 seminars which the apprentice has to attend. These are either at the centre or delivered online via a webinar.

Training session 1 - Preparing for your apprenticeship

Developing an understanding of the expectations of the apprenticeship.

Training session 2 Preparing for your employer

Understanding and developing their knowledge, skills and behaviours.

Training session 3: Introduction to Social Media

Define "social media" and discuss how social media differs from traditional media

Training session 4: Using Social Media in Business

Explain factors that influence the facilitation of social media in a business.

Training session 5: Developing a Social Media Strategy

Identify the types of social media strategies and the planning cycle.

Training session 6: Creating a Social Media Campaign

Explain a typical social media campaign and provide examples.

Training session 7: Social Media Advertising

Identify the target objectives and audience for an advertising campaign.

Training session 8: Social Media Platforms

Choose the appropriate social media platform and find relevant social networks.

Training session 9: Presentations and Business Blogs

Understand the types of social presentations including blogs, slide presentations and webinars.

Training session 10: Risk, Reputation & Crisis Response

Explain the types of risks related to social media that a business might encounter.

Training session 11: Content planning x2

Understanding the theories of content planning and applying this by developing a content matrix.

Training session 12: Project management x2

Understanding appropriate project management processes to ensure marketing is managed effectively. Produce Gantt charts and management other tools.

Training session 13: Search Engine Optimisation

Understand the basics of SEO and how to effectively optimise online content.

Training session 14: CMS/WordPress

Develop skills to create and update marketing content using WordPress CMS.

Training session 15: Email marketing: Theory & Practical x2

Identify key objectives of email marketing and create a draft email campaign.

Training session 16: Metrics, Analytics, Reports & Optimisation x2

Mapping your marketing activity with key metrics and analytics to deliver insights.

Training session 17: Coding Seminar: Principles of Coding 101

Understanding the basics of coding language in relation to the internet.

Training session 18: Coding Seminar: Languages and Coding

Investigating the Languages and logic for website use and development.

Training session 19: Coding: Languages and Logic

Understanding what the functions are and how to recognise HTML, CSS, Java and JavaScript.

Training session 20: Coding: SEO, cookies and governance

Understanding from a coding perspective on SEO, Cookies and governance.

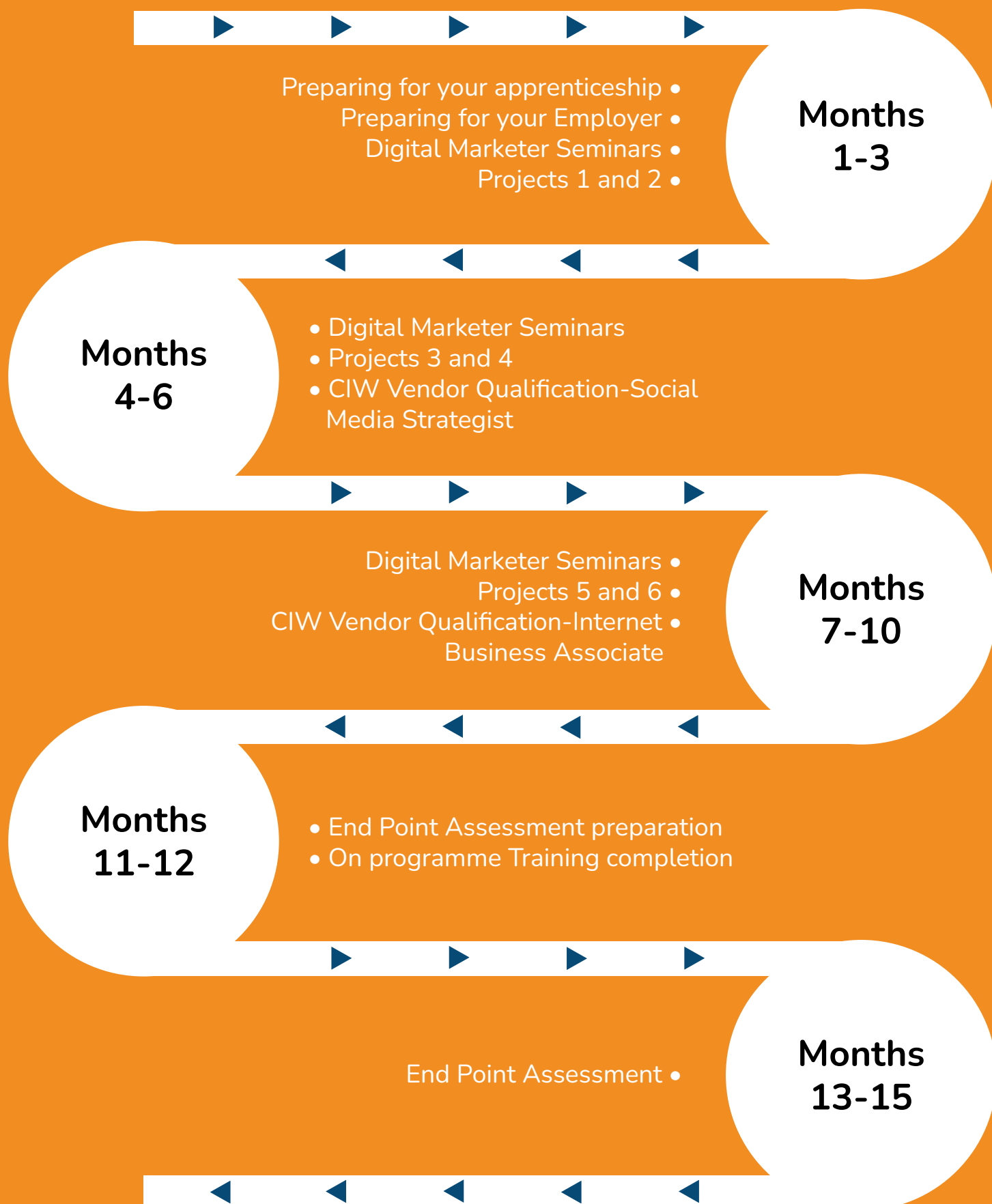
End Point Assessment

For the digital marketing apprenticeship there is an end point assessment. This is done in the final part of the apprenticeship and is how the apprentice is judged of their learning. There are three sessions which is completed over a month.

The Digital Marketer End Point Assessment (EPA) involves the following:

- Portfolio
- Submission of your projects
- Synoptic project (4-day exam where the learner has to complete a marketing brief)
- Interview with an assessor (remote meeting)

Apprenticeship journey:



Marketing Executive



Level 4 Apprenticeship

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.



Marketing is vitally important to all businesses providing the insight to develop and deliver new products and services to meet ever-changing customer needs. It is the process of researching, developing, promoting and distributing, products or services through effective channels to engage with a range of target audiences.

Summative Portfolio:

The portfolio is most of their learning, it is three major projects that are tailored around your workplace.

Typical Job Roles:

- Marketing Executive
- Marketing Officer
- Digital Marketing Co-ordinator
- Marketing and Communications Officer
- Marketing Specialist
- Communications Executive
- Communications Specialist

Project 1 - Marketing Planning and Research

Identifying the commercial drivers that initiate your marketing activity and using solid market research to deliver effective marketing plans.

Project 2 - Marketing Campaigns

Apply your developing marketing skills to create and implement several cross channel effective marketing campaigns. Applying and implementing the relevant processes and systems to ensure the delivery of multiple campaign activities

Project 3 - Financial Management and Evaluation

Providing thorough and transparent reports and analysis to ensure your campaign activity has delivered value for money and achieved/exceeded the targets set out in your planning.

Seminars and Qualifications:

Throughout the 18 month qualification there are 10 seminars which the apprentice has to attend. These are either at the centre or delivered via a webinar.

Training session 1 - Preparing for your apprenticeship
Developing an understanding of the expectations of the apprenticeship.

Training session 2 Preparing for your employer
Understanding and developing their knowledge, skills and behaviours.

Training session 3: Marketing Concepts & Theories
Fundamentals of marketing theory that support the marketing process

Training session 4: Business understanding and Commercial Awareness
Understanding the principles of business and marketing

Training session 5: Market Research
The principles of effective market research

Training session 6: Products and Channels
Understanding product development and communications channels

Training session 7: Marketing Campaigns
How to plan and deliver tactical marketing campaigns

Training session 8: Service Delivery, Systems and Processes
Understand good project and time management to deliver projects

Training session 9: Budget Management
Understanding how to monitor project budgets

Training session 10: Programmatic
How to evaluate the effectiveness of marketing campaigns

End Point Assessment

For the Marketing Executive Apprenticeship there is an end point assessment. This is done in the final part of the apprenticeship and is how the apprentice is judged of their learning. There are three sessions but this is completed over a month.

The Marketing Executive End Point Assessment (EPA) involves the following:

- Portfolio
- Submission of the three projects
- Multiple Choice Test
- Project Showcase
- Project Showcase

Apprenticeship journey:



Ad and Media Executive



Level 3 Apprenticeship

An advertising and media executive will help with the day-to-day progress of the whole advertising process, from receiving the brief from the marketing team, including

objectives, budget, and timescales

through to the measurement of how effective the advertisement has been.



In their daily work, they will interact with many other people, processes, and systems. (For example, the client, 3rd party suppliers, the broad team at the agency.) They help campaigns move forward, coping with inevitable setbacks and changes in direction (some at the last minute), whilst showing collaboration and maintaining relationships with all. Usually, they report to an Account or Media Manager.

Summative Portfolio:

Apprentices will have their work uploaded to an e-portfolio which will allow for assignments to be set and submitted and overall progress tracking. Apprentices will be expected to log their off-the-job training keep the entries up to date.

Media Campaign Management

Select a campaign where you can prepare all the evidence for Core Duties 07, 08 and 09 and all the relevant assessment criteria within. Prepare a professional document or series of documents to support this project.

Core Duty 07

Recognise, listen to and influence people under pressure to help keep campaigns on track, calm situations, and maintaining collaborative and long-term relationships e.g. by managing expectations

Core Duty 08

Maintain information systems (e.g. client files, job start forms) and (often new) technologies to collate data to ensure the project is delivering what is required and to maintain evidence and a record of this

Core Duty 09

Chase up 3rd party suppliers, clients and team members e.g. for approvals, quotes, actions

Typical Job Roles:

- Advertising and Media Executive
- Advertising and Media Executive creative specialist
- Advertising and Media Executive media specialist
- Account Executive
- Advertising Account Executive
- Media Account Executive
- Communications Specialist

Seminars and Qualifications:

Throughout the 15 month qualification there are 20 seminars which the apprentice has to attend. These are either at the centre or delivered online via a webinar.

<p>Training session 1 - Preparing for your apprenticeship Developing an understanding of the expectations of the apprenticeship.</p>	<p>Training session 2 Preparing for your employer Understanding and developing their knowledge, skills and behaviours.</p>
<p>Training session 3: Introduction to Advertising Introduction to advertising and media and identifying the key aspects of the industry and your role within the industry.</p>	<p>Training session 4: The foundation of advertising Explain the benefits of understanding the changing advertising landscape to their organisation.</p>
<p>Training session 5: Understanding commercial Understanding the commercial dynamics of advertising and media</p>	<p>Training session 6: Advertising campaigns Understanding advertising campaign lifecycle and management.</p>
<p>Training session 7: Advertising and Media standards & legislation The key legal, regulatory and ethical issues for advertising and media.</p>	<p>Training session 8: Principles of Project Management Understanding the importance of project management techniques, such as timing plans, to-do lists, used to keep campaigns on track.</p>
<p>Training session 9: Supply Chain Management Understanding the benefit of services provided by members of the supply chain.</p>	<p>Training session 10: Principles of third party Understanding how your knowledge can add value/profit through proactive enhancement of the day to day running of the account.</p>
<p>Training session 11: The briefing and approval processes The ability to understand and challenge a client brief to ensure the client objectives are successfully achieved. Your role in managing activity against the brief and the internal and external approval processes.</p>	<p>Training session 12: Media buying process - TV Developing an understanding of the media buying process, the role within the TV specific advertising landscape. Commercial implications and negotiation in this environment.</p>
<p>Training session 13: Media buying – OOH, Radio and Print Developing an understanding of the media buying process, the role within the greater traditional advertising landscape. How media channels influence and interplay with each other.</p>	<p>Training session 14: Negotiation techniques Understanding how to effectively negotiate within the media environment to maximise the commercial success for both your client and agency</p>
<p>Training session 15: Online Ad-tech and Programmatic Understanding how digital and online advertising is structured and the principles of ad-tech and programmatic technology and how this impacts online advertising. Identifying trends in personalised data, cookies and behaviour tracking.</p>	<p>Training session 16: Data and media metrics Understanding how data plays a vital role in the media buying process. How to identify high quality data against your target audience and manage metrics and performance.</p>
<p>Training session 17: Data and media metrics – Practical Excel Understanding how to apply data within Microsoft Excel and develop abilities to read complex data through using functionality such as pivot tables, etc.</p>	<p>Training session 18: Media planning Developing an understanding of the media planning process, how to interpret a client brief and create plans to achieve your objectives.and performance.</p>
<p>Training session 19: Distribution of Creative through appropriate channels Identifying how your understanding of the creative can influence the distribution of a campaign through different channels to enhance reach.</p>	<p>Training session 20: Evaluating campaign performance Understanding how to manage and report effective campaign performance against campaign objectives. Gaining valuable insights from data and media metrics.</p>

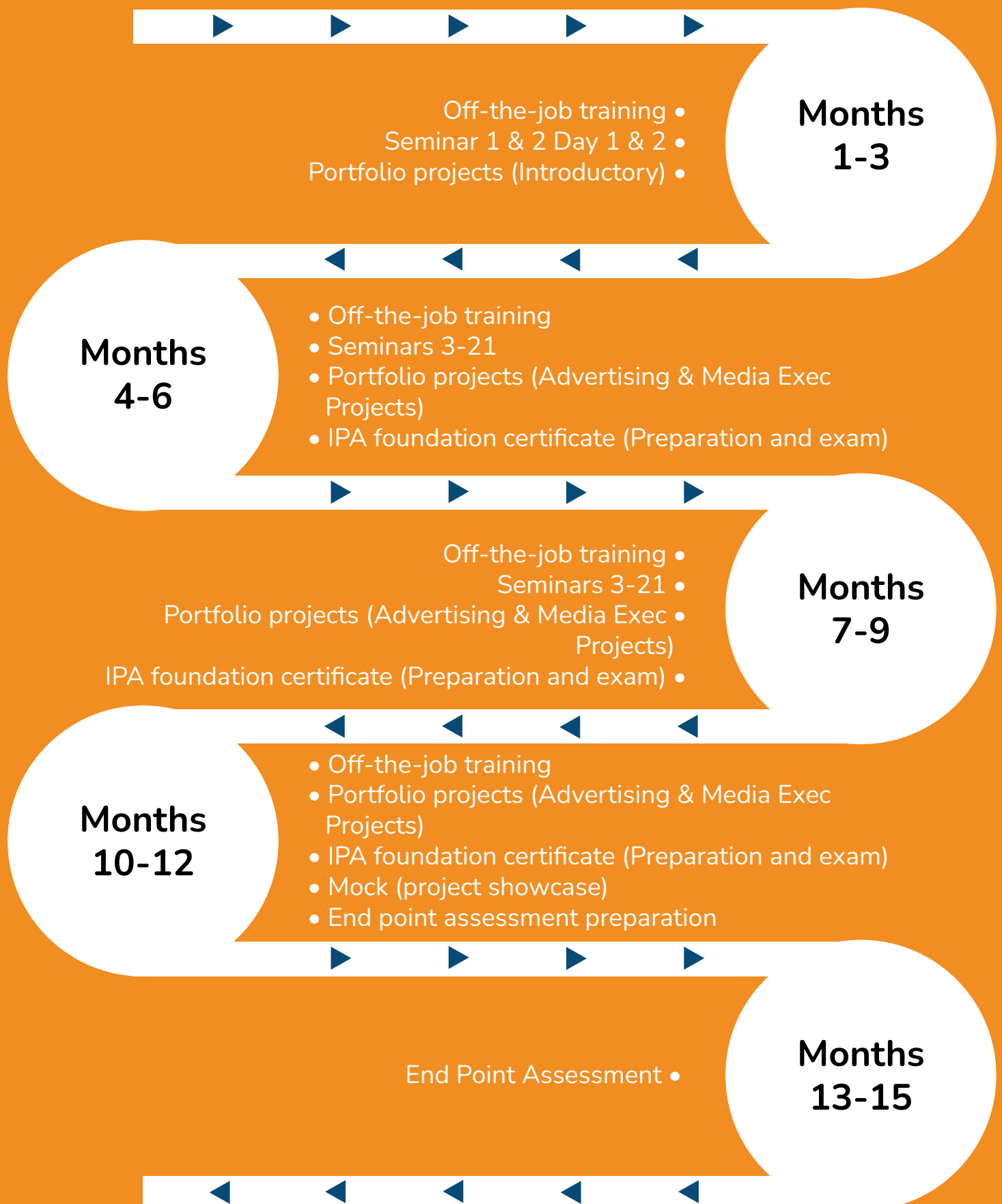
End Point Assessment

There are two parts to the endpoint assessment for the advertising and media executive standard. A slide deck, oral presentation and question and answer session drawn from a work-based project supported by a portfolio of evidence.

The Ad and Media Executive End Point Assessment (EPA) involves the following:

- Project showcase
- Practical observation & professional discussion

Apprenticeship journey:



Content Creator



Level 3 Apprenticeship

A Content Creator (also referred to as a Creative Content Assistant) is responsible for

developing, creating and distributing

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.

Summative Portfolio:

The portfolio is most of their learning, it is three major projects that are tailored around your workplace.

Typical Job Roles:

- Digital Content Producer
- Junior Content Producer
- Digital Designer
- Graphic Designer
- Video Producer
- Web Designer
- Copy Writer

Throughout their apprenticeship a learner will do up to 6 projects that will make up part of their portfolio, below are three examples of the types of project they will do.

Project 1

Content planning, development and pitching – looking at how to develop your ideas for real projects and pitching them professionally

Project 2

Content Development – The learner will have to show technical skills in developing content – looking at video, images and copywriting

Project 3

Content Production and Analysis – In this project the learner will produce content, be part of distributing the content and then reflect on how it performed.

Seminars and Qualifications:

Throughout the 15 month qualification there are 20 seminars which the apprentice has to attend. These are either at the centre or delivered online via a webinar.

Training session 1 - Preparing for your apprenticeship Developing an understanding of the expectations of the apprenticeship.	Training session 2 Preparing for your employer Understanding and developing their knowledge, skills and behaviours.
Training session 3: Brand and Brand Awareness Looking at what brand is and how it can be used to shape your company or product. Getting a deep understand of the branding of other companies and how it influences their marketing.	Training session 4: Content Planning & Pitching A session about the first stage in content, planning. We will cover how to interpret a client/customer brief, how to turn the brief into an idea, appropriate mediums and platforms.
Training session 5: Content Development Developing your ideas using storyboards, developing any copy for the content for non-linear mediums, understanding production workflows, legal requirements and intellectual property.	Training session 6: Principles of Graphic Design Understanding the basic principles of graphic design including colour, composition and typography
Training session 7: Introduction to Adobe & Editing Images Developing knowledge and understanding in key image editing principles, such as colour spaces, DPI, images for print, images for screen and how to export.	Training session 8: Image Editing & Manipulation - Practical A group workshop understanding the key tools and techniques in editing images using photoshop, producing a digital asset by the end of the session
Training session 9: Illustration & Vectors - Adobe Illustrator Understanding basic illustration techniques using vectors and understanding digital workflows.	Training session 10: Illustration & Vectors - Practical Learning key tools and creating print ready artwork.
Training session 11: Video Capture & Editing Understanding video editing and applying core skills. Covering basic rules for putting together a simple narrative or interview	Training session 12: Video Capture & Editing - Practical Apply basic video editing skills and creating short video. Learning how to capture footage and edit it into a basic video for export.
Training session 13: Desktop Publishing Understanding page design and layouts by integrating effective typography and imagery. An overview of the key tools in Adobe InDesign.	Training session 14: Desktop Publishing - Practical Creating a new page design and applying typography techniques and exploring how Adobe InDesign tools can enhance this process.
Training session 15: Web Design & User Experience - Coding Understanding the importance of UX and UI design in digital software. Creating a basic page using HTML and CSS	Training session 16: Web Design & User Experience Creating wireframes and rapid prototyping up simple digital solutions.
Training session 17: Copywriting Identifying the structure and hierarchy of effective copywriting for marketing content, exploring 'tone of voice' and how this enhances audience engagement.	Training session 18: SEO & Blog writing - WordPress and Yoast The important of SEO in digital content creation. Using a CMS (WordPress) we produce a webpage and optimise this for SEO using Yoast.
Training session 19: Budgeting Identifying the different elements that make up a creative project budget. Exploring how work is allocated within a creative project brief and how this needs to be planned and costed accurately.	Training session 20: Content Distribution and Social Media Know how to distribute creative content onto relevant platforms using distribution tools, focussing on social media
Training session 21: Analytics and Feedback Analysing data from published campaigns to gain insights for reposting, planning and future campaigns.	

End Point Assessment

For the Content Creator there is an end point assessment.

This is done in the final part of the apprenticeship and is how the apprentice is judged of their learning.

The Content Creator End Point Assessment (EPA) involves the following:

- Observation at work
- Set test and interview
- Submission of Portfolio

Apprenticeship journey:



Creative Venue Technician



Level 3 Apprenticeship

Creative Venue Technicians provide technical support for the **construction, rehearsal, presentation** and removal of a live performance, for audience or camera.



They will play an active role in the technical operation across a variety of established creative venues, for example, theatres, arts centres and broadcast studios.

They will become competent in lighting, audio, video and building services related to the performance arts and apply them to their resident premises and / or production.

Summative Portfolio:

There is no portfolio for CVT, but you will be expected to deliver projects throughout the apprenticeship. Each project would involve research, knowledge and a presentation. We would expect a learner to complete at least 3 projects but there maybe more. Here are some examples:

Typical Job Roles:

- Venue Technician
- Theatre Technician
- Stage Technician
- Lighting Technician
- Sound Technician

Project 1 -

Understanding the different purposes and uses of creative venues, allowing the learner to understand the history, safety and how to improve the venue.

Project 2 -

Understanding your role and the policies that guide it. This could be writing a guide for someone to do your job. Allowing the learner to research and understand the safety, equality and diversity, management structure policies of the venue.

Project 3 -

Managing and planning for the technical production of an events – looking at all aspects of the event and how you would make sure it ran smoothly – looking at safety aspects, lighting and sound plans, stage management etc.

Seminars and Qualifications:

All CVT apprentices are enrolled onto a vendor qualification called the ABTT Bronze award. This will come with training sessions – covering the following:

Training session 1 - Preparing for your apprenticeship

Developing an understanding of the expectations of the apprenticeship.

Training session 2 Preparing for your employer

Understanding and developing their knowledge, skills and behaviours.

Training session 3: Manual Handling & Health and Safety at Work Act

Develop an understanding of manual handling, injuries and the UK theatre code of conduct.

Training session 4: Electrical Fundamentals

To develop an understanding of basic electricity

Training session 5: Knots & Splicing

Develop a basic understanding into knots commonly used in theatre

Training session 6: Fundamentals of Flying

An introduction to manual flying systems within the theatre

Training session 7: Safe Use of Temporary Access Equipment

Understanding safe handling of Access Equipment and covering relevant terminology

Training session 8: Revision session on ABTT Exam

ABTT mock questions and covering what has previously been learnt in preparation for the exam

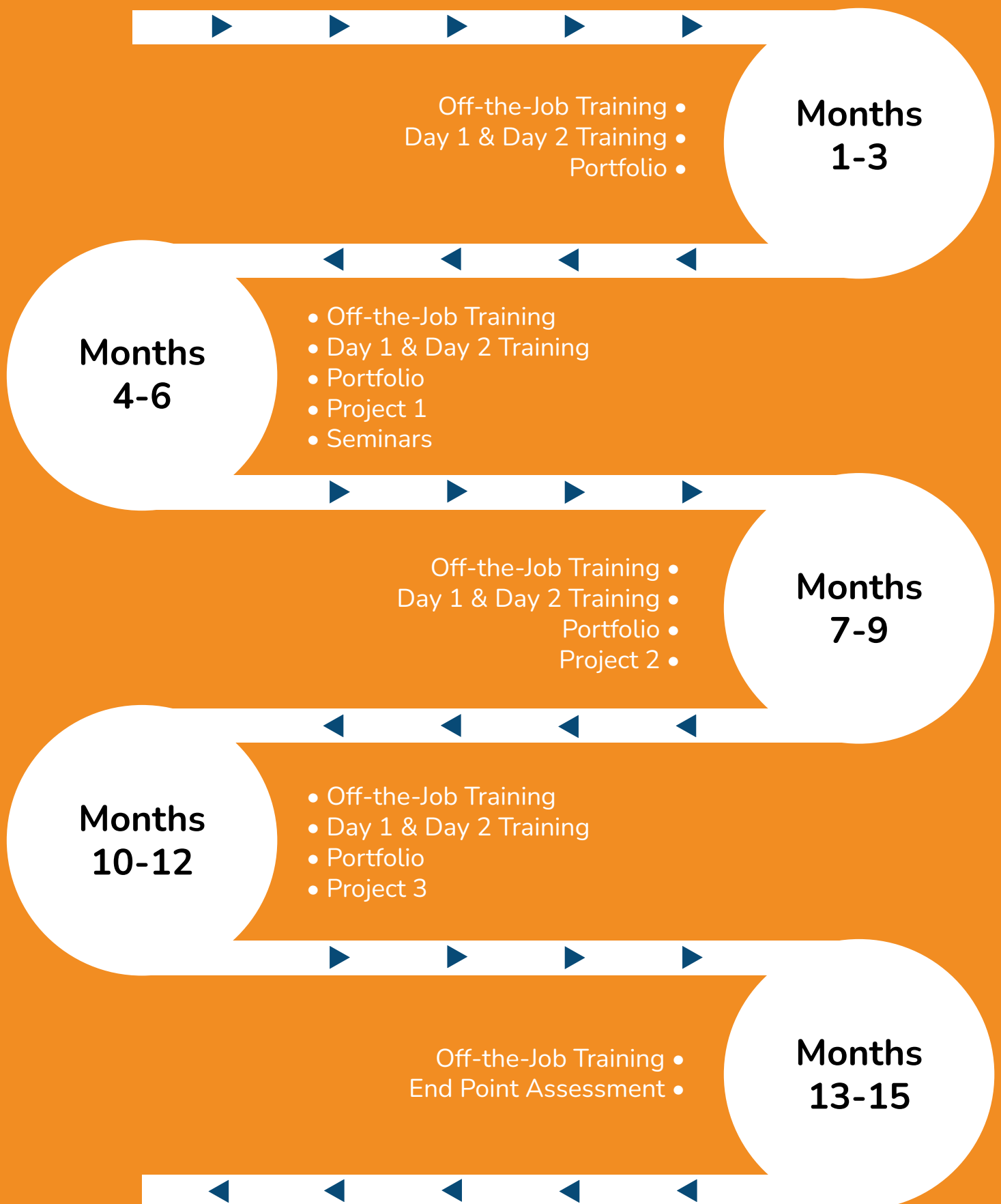
End Point Assessment

For the Creative Venue Technician there is an end point assessment. This is done in the final part of the apprenticeship and is how the apprentice is judged of their learning. There are two main parts to the EPA but these are completed over a month.

The Creative Venue Technician End Point Assessment (EPA) involves the following:

- Practical Observation
- Professional Discussion

Apprenticeship journey:



Events Assistant

Level 3 Apprenticeship

An Event Assistant is an entry level position, typically **plan, organise and deliver** events.



The role would usually provide support to a number of Event Planners or Project Managers by carrying out a diverse range of tasks necessary to plan, organise and deliver an event: for example, searching for the right location and venue for the event; working with the design team on the look and feel of the event; or organising logistics like transportation and catering.

Typical Job Roles:

- Events Assistant
- Events Planner
- Project Manager Assistant
- Events Officer
- Events Liaison

Summative Portfolio:

The portfolio is most of their learning, with the events assistant they will be submitting this as part of their end point assessment. This will be structured in the training plan as three major pieces of work:

Project 1 - Assisting with an event with some responsibility

The learner will have to keep a diary of evidence of how they assisted the running of an event. They will have to collect evidence of the work they do – including understanding the brief, communications with clients and colleagues, logistics and working with suppliers, assisting at the event.

Project 2 - Managing a part of an event or running a small event

The learner will now have to be responsible for a part of the event looking at planning, communication, suppliers, venue management, budget and running the final event.

Aswell as this there will be additional work assessments to support these projects:

- Monthly diary
- Written work
- Workplace observations
- Case studies
- Development plan content - Emails
- Customer feedback

Final Project – Delivering an event.

This can be something small but the responsibility of running the event will be completely up to the apprentice. This is part of their final assessment and the learner should have grown to a point where they are confident to complete an event with some assistant from the employer. Gathering evidence of all elements covered in the previous projects.

Seminars and Qualifications:

There are 12 seminars within the 18 months of this training programme:

Training session 1 - Preparing for your apprenticeship

Developing an understanding of the expectations of the apprenticeship.

Training session 2 Preparing for your employer

Understanding and developing their knowledge, skills and behaviours.

Training session 3: Understanding why you have an event

What are the reasons that events are such an important part of our culture and now an important part of marketing.

Training session 4: Content Distribution

How to communicate with clients, how to interrogate a brief, how to manage expectations.

Training session 5: Logistics and event preparation

What is needed to plan an event, how do the theories work alongside the practicalities.

Training session 6: Policies and regulations

Health and Safety, Insurance, Noise Levels and Radio Communications outside.

Training session 7: Stakeholders

Who is involved with managing an event, how will managing these people mean a successful event for you.

Training session 8: Technology/software

What softwares are out there to help you plan and project manage and how to use them.

Training session 9: Analysing an event

How do you know if your event has been successful? We look at how to break down the success of an event a properly analyse for future work.

Training session 10: Planning for your event

For your final project you need to manage an event. This a support session to help you plan for this and make sure you collect the evidence right for your End Point Assessment.

Training session 11: Digital Marketing for Events

To know the considerations needed to promote your event

Training session 12: Event Entrepreneurship

Understanding the connections needed to run a successful event

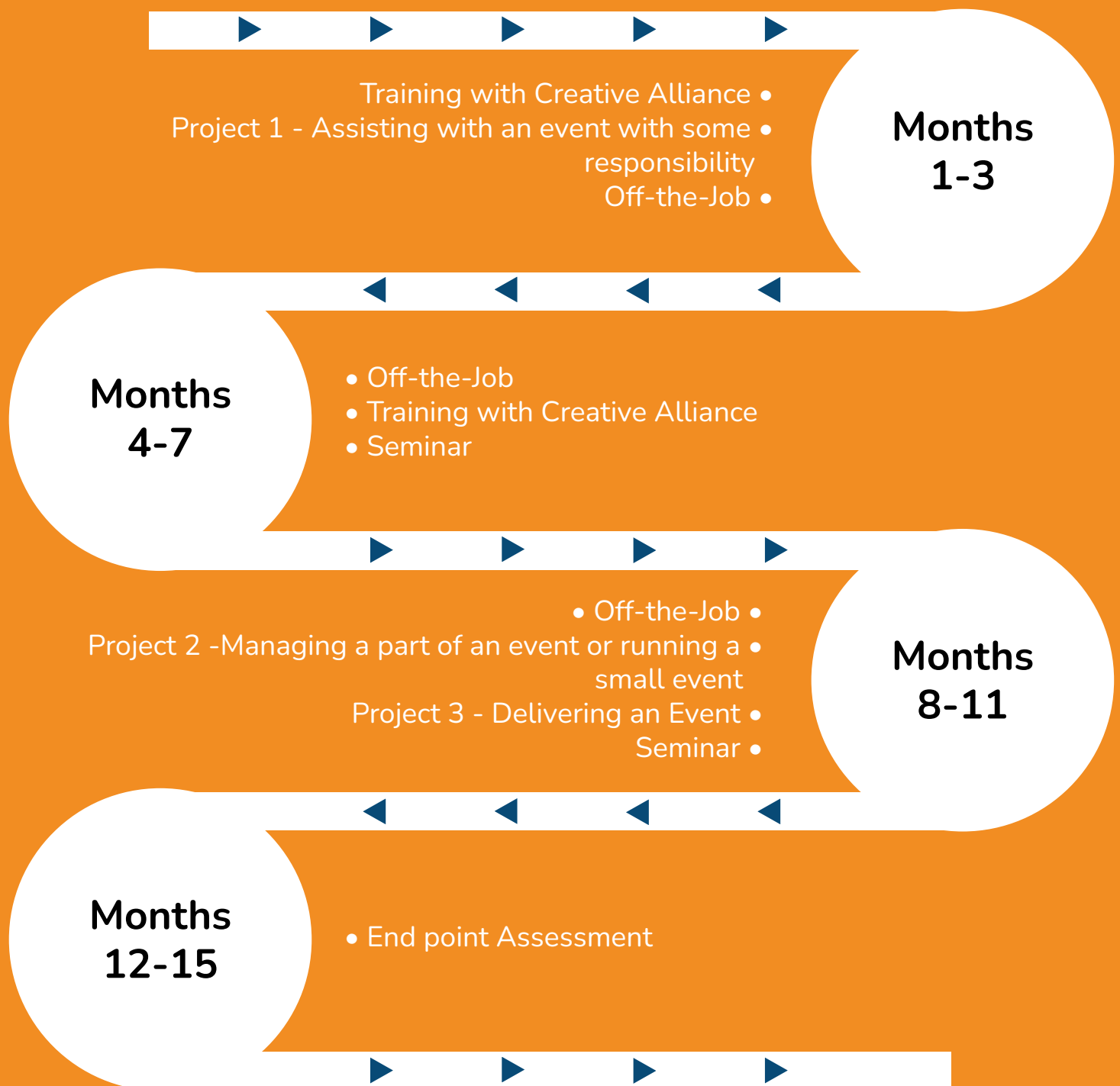
End Point Assessment

The end-point assessment is synoptic and takes place at the end of the apprentice's learning and development. The requirement is that the end-point assessment is completed within 3 months from the start of the end-point assessment period.

End point Assessment involves the following:

- Submission of final Project and Portfolio of evidence
- Professional discussion looking through portfolio of evidence and final project

Apprenticeship journey:



(Broadcast) Production Assistant

Level 3 Apprenticeship

A (Broadcast) Production Assistant

develop, support and assist

to editorial or technical colleagues to ensure the smooth delivery of content for TV or Radio productions (programmes).



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.

Typical Job Roles:

- TV or Radio Creative
- Production Management
- Researcher
- Production Co-ordinator
- Editorial Co-ordinator

On Programme Training:

The On Programme training prepares the learner for the professional world. We build projects around their role and work place and make sure they are learning the relevant skills to become a competent professional. This is structured around many projects, some of which are detailed below:

Project 1

Responding to a brief, researching, planning and pitching their idea to their Employer/Development Coach/Special Guest as well as contributing to Pre-production, production, post-production and evaluation.

Project 2

Assisting or running their own broadcast project, getting involved with the pre-production, assisting with the shoot, and helping with the edit (This might be spread across multiple projects).

Project 3

This is now time to bring together all the skills and help deliver something independently. This might be a large responsibility for a big project or running a small one themselves.

Seminars and Qualifications:

Through-out the seminar delivery we have industry professionals to give guest talks about their industry practices, who will also be available for Q&As (subject to availability)

Training session 1 - Preparing for your apprenticeship

Developing an understanding of the expectations of the apprenticeship.

Training session 2 Preparing for your employer

Understanding and developing their knowledge, skills and behaviours.

Training session 3: The Industry

Understanding the industry and skills needed for the sector

Training session 4: Organisational work practices (special guest)

Understanding the needs of commercial pressures and deadlines

Training session 5: Building a safe environment

Understanding the requirements needed to manage the environment safely

Training session 6: Ideas, genres and audiences

Gaining creative Inspiration and understanding the process

Training session 7: Pitching creative ideas

What do you need to prepare for, moving image, design, posters, audience, outcome

Training session 8: Shooting preparation

Developing experience and competitive to work on a live shoot

Training session 9: Editing & post production

Understanding the fundamentals of affective post production need for a professional outcome

Training session 10: Industry Money (Special Guest)

Understanding where the money goes, how its spent and how it's made

Training session 11: Legislation and commission (Special Guest)

Knowing the key fundamentals of legislation and commission

Training session 12: Diversity and inclusion in Film and TV video

The commercial and cultural benefits of Diversity and Inclusion

Training session 13: The future of the industry (Special Guest)

Understanding the industry changes, current climate, future planning/possibilities

Training session 14: New platforms

Learning of new platforms

Training session 15: Pathways to your career

Looking at future pathways for your career

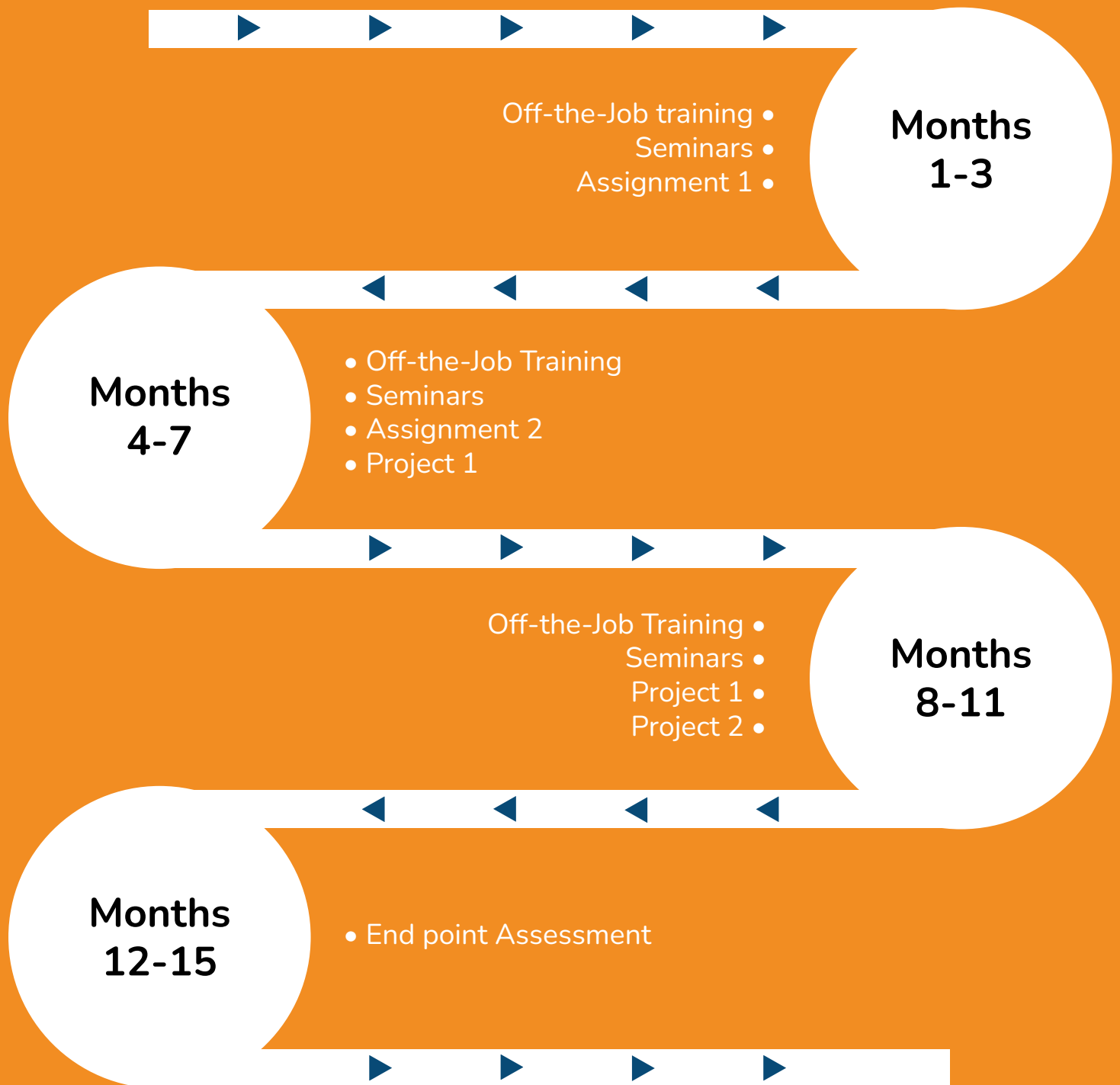
End Point Assessment

For the Broadcast Production Assistant Apprenticeship there is an end point assessment. This is done in the final part of the apprenticeship and is how the apprentice is judged of their learning. There are three sessions but this is completed over a month.

The Broadcast Production Assistant End Point Assessment (EPA) involves the following:

- Research Project
- Set Test
- Professional Discussion

Apprenticeship journey:



Business Administrator

Level 3 Apprenticeship

Key responsibilities include

developing, implementing, maintaining

and improving administrative services.



The apprenticeship is a firm grounding in organisational operations and functional processes, as well as the wider working environment. 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.

Summative Portfolio:

This portfolio is made up of a series of projects, evidence gathering, observations and witness testimony that cover the following elements of the standard. These assessments are built and tailored to the learners' workplace.

Projects

There will often be small projects throughout the course - looking at helping improve change or systems within the company, analysing software or technology to see if it can be better data management.

Work Products

These will be systems, files, reports or communications that the learner does throughout the apprenticeship. So, this could be spreadsheets they have made or maintained, communications with a supplier, how they have managed a project and so on.

Typical Job Roles:

- Administrator Assistant
- Programme Administrator
- Finance Administrator
- Data Entry Assistant
- Personal Assistant
- Human Resources
- Sales Executive
- Buyer
- PR Assistant
- Retail Management
- Media Buying Administrator

Written reports

These can be projects about knowledge - looking at managing change, working with international markets, working on policies, reporting on processes in the business, managing teams.

Observations

These will be recorded observations in the workplace, looking at how the learner uses IT software, report taking, communicates with the team, organises projects and manages change.

Witness Testimonies

These are written or recorded pieces of evidence about the learners work from managers or colleagues.

Seminars and Qualifications:

Throughout the 15-month qualification there are 15 seminars which the apprentice has to attend. These are either at the centre or delivered via a webinar.

Training session 1 - Preparing for your apprenticeship

Developing an understanding of the expectations of the apprenticeship.

Training session 2 Preparing for your employer

Understanding and developing their knowledge, skills and behaviours.

Training session 3: Information Technology

Developing the skills required for effective IT use for business

Training session 4: Record Document Production

Understanding and applying document methods relevant for business and making recommendations/solution management

Training session 5: Stakeholders

Understanding and managing different stakeholders' relationships for an organisation

Training session 6: Policies

Understanding the organisation's internal policies and key business policies relating to sector

Training session 7: Business Fundamentals

Understanding the applicability of business principles, managing change, business finances and project management.

Training session 8: Planning and Organisation

Responsibility and managing expectations for a business on a day-to-day basis

Training session 9: Relevant Regulation

Understanding laws and regulations that apply to their role

Training session 10: Processes

Understanding the organisation's processes and applying a solutions-based approach to improve business

Training session 11: Project Management

Using project management principles to produce, monitor and deliver a project

Training session 12: Managing Performance

Self-assessment and development

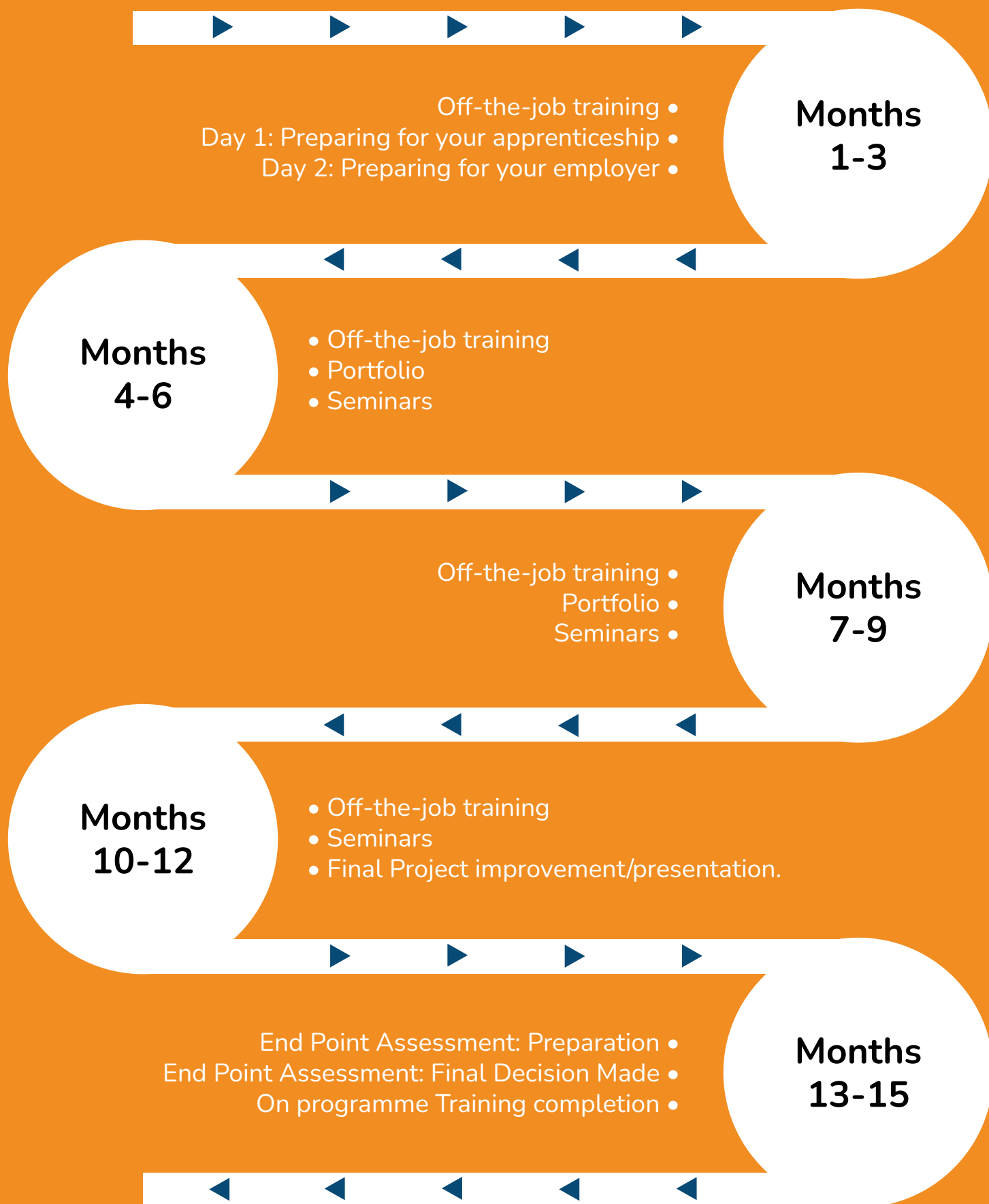
End Point Assessment

The end-point assessment is synoptic and takes place at the end of the apprentice's learning and development. The requirement is that the end-point assessment is completed within 3 months from the start of the end-point assessment period (Gateway).

The Business Administrator End Point Assessment (EPA) involves the following:

- Knowledge test - 20%
- Portfolio-based interview - 40%
- Project presentation - 40%

Apprenticeship journey:



Cultural Learning and Participation Officer

Level 3 Apprenticeship

Cultural Learning and Participation Officers (CLPO)

plan, organise and co-ordinate

artistic and cultural education workshops, schedules of activity and community engagement projects that will vary in duration.



They are employed by arts and cultural organisations such as galleries, museums, theatres, orchestras, concert halls, arts centres, dance companies, heritage sites and local authorities. The activities that CLPO's will organise look to act as a vehicle to enable learning, skills development, wellbeing, social inclusion and community engagement.

Summative Portfolio:

Throughout the apprenticeship you will create a portfolio consisting of, at most, 21 pieces of evidence. At Creative Alliance our ethos is to tailor holistic projects that will build your portfolio to represent your role and competence. Here are some example projects you could do:

Typical Job Roles:

- Arts Organiser
- Education Officer
- Arts events Assistant
- Activities Assistant

Project 1

Case study of one of your projects, as you work you will be part of activities, projects and delivery. Your first project will be to gather evidence and analyse what you do, how you do it and how you can make it better.

Project 2

Plan and create a project or activity aimed at a specific audience. Being involved or responsible for organising stakeholders, understanding budgets, logistics and suppliers and building a good network of communication.

Project 3

Written work and impact reports looking at fundraising, your organisation, legislation, impact and the social benefit of your organisation's activities.

Seminars and Qualifications:

There are 12 seminars set over 6 weeks. Each seminar is 2.5 hours long and look to provide a classroom-based environment to help build on the learning gained in the workplace.

Training session 1 - Preparing for your apprenticeship

Developing an understanding of the expectations of the apprenticeship.

Training session 2 Preparing for your employer

Understanding and developing their knowledge, skills and behaviours.

Training session 3: The Audience – Part 1 & 2

Develop understanding of the key component of working in a cultural organisation; engaging your audience. Find out who your audience is, how cultural organisations need to engage different audience groups based on socio-economic background, ethnicity, disability, age, previous artistic/cultural experience and other characteristics. Looking at what the barriers are to all your audience groups to engage in cultural and artistic endeavours.

Training session 4: Your Professional Role and Responsibility – Part 1 & 2

What is your role as a Cultural Learning and Participation officer, what impact should you have? What impact can you have? How does your role work in other organisations, evaluating case studies?

Training session 5: Understanding your Organisation Part 1 & 2

Looking at what cultural and artistic organisations are and how they impact the community. Developing and adhering to budgetary requirements for the organisation. What are your organisations objectives, mission and targets? What are the activities and actions that you do that try to achieve these objectives and why is it important to do this?

Training session 6: Fundraising for the Arts Part 1 & 2

Understanding the arts fundraising process. Understanding what funders requirements are and how to complete an application. Maintaining a relationship with funding organisations and reporting professionally. Maintaining and understanding your budget in regards to fundraising.

Training session 7: Regulations and Legislation Part 1 & 2

Understanding all regulations and legislation that apply to your role: Health and Safety, Safeguarding of children and vulnerable adults, accessibility and equality.

Training session 8: Impact, Social Benefit and Partnership Working Part 1 & 2

What is your impact and how can this be measured? What social benefit can a cultural and artistic organisation have on a community and your audience group? What is the importance of your partners and developing that partnership network? Responsibility and managing expectations for a business on a day to day basis

End Point Assessment

For the Cultural Participation Officer there is an end point assessment. This is done in the final part of the apprenticeship and is how the apprentice is judged of their learning. There are three elements to the End Point Assessment.

The Cultural Participation Officer End Point Assessment (EPA) involves the following:

- Portfolio – Submission of evidence up to 21 pieces
- Practical Observation – Delivery of an education workshop/community engagement project.
- Professional Discussion – Based on the submitted portfolio – looking at all elements of the standard.

Apprenticeship journey:



Props Technician

Level 3 Apprenticeship

A Props Technician provides

support, maintenance and assistance

to the Prop Master, Assistant Prop Master and Chargehands to supply, build, use and maintain dressing and hand props for Film, television and theatre productions.



Summative Portfolio:

You will be expected to deliver projects throughout the apprenticeship. Each project would involve research, knowledge and may be submitted in writing, a presentation or professional discussion.

Typical Job Roles:

- Charge Hand
- Store Master
- Assistant Props Master

This Apprenticeship is still in progress, so information is limited.

End Point Assessment

Apprentices learn the skills they need on the job with the guidance of a development coach who is an expert from industry.

You'll finish your apprenticeship with a recognised qualification, valuable industry experience, money, and substantial opportunities for promotion.

The Props Technician End Point Assessment (EPA) involves the following:

- Practical Observation
- Professional Discussion

How you learn

- Online learning
- Work based training
- One to One

Hair, Wigs, Make-Up and Prosthetics Technician

Level 3 Apprenticeship

This occupation is found in a broad range of **cool, creative and dynamic** industries for example theatre, TV, film, fashion, commercials and print media (editorial).



The broad purpose of the occupation is to uphold the highest standards of hygiene and technical application to achieve the required look meeting agreed standards for productions/performances across a range of artists, periods and cultures whilst maintaining health & safety requirements. This may involve the safe application and styling of wigs, hair, make-up and prosthetic special effects to performers. Make-up and hair are key elements in the overall design of live performance, films or television productions, creating a look for the characters in relation to social class, time periods, and any other elements required to create the desired effect or illusion.

Typical Job Roles:

- Wigs and Make-up Assistant
- SFX Make-up Artist

Summative Portfolio:

You will be expected to deliver projects throughout the apprenticeship. Each project would involve research, knowledge and may be submitted in writing, a presentation or professional discussion.

This Apprenticeship is still in progress, so information is limited.

End Point Assessment

Apprentices learn the skills they need on the job with the guidance of a development coach who is an expert from industry.

You'll finish your apprenticeship with a recognised qualification, valuable industry experience, money, and substantial opportunities for promotion.

The Hair, Wigs, Make-Up and Prosthetics Technician End Point Assessment (EPA) involves the following:

- Practical Observation
- Professional Discussion

How you learn

- Online learning
- Work based training
- One to One

Costume Performance Technicians



Level 3 Apprenticeship

Costume Performance Technicians gather information to prepare

costume running notes, costume lists and dressing requirements



Identifying performance running needs and demonstrating a clear overview of the project and its wardrobe needs. They work with performers such as actors, dancers, singers and models assigned to them by their manager, to prepare them for their performance by checking the fit of the costumes, dressing them, managing costume changes throughout each performance, noting and undertaking alterations and emergency repairs during a performance, laundering and maintaining costumes between performances. They sew, repair and refurbish costumes to maintain them as per their original design using appropriate methods of cleaning, laundering and ironing in order to maintain and protect fabrics in line with care requirements.

Typical Job Roles:

- Costume Manager
- Head of Costume

Summative Portfolio:

You will be expected to deliver projects throughout the apprenticeship. Each project would involve research, knowledge and may be submitted in writing, a presentation or professional discussion.

This Apprenticeship is still in progress, so information is limited.

End Point Assessment

Apprentices learn the skills they need on the job with the guidance of a development coach who is an expert from industry.

You'll finish your apprenticeship with a recognised qualification, valuable industry experience, money, and substantial opportunities for promotion.

The Costume Performance Technicians End Point Assessment (EPA) involves the following:

- Practical Observation
- Professional Discussion

How you learn

- Online learning
- Work based training
- One to One