



CRE ATIVE SKILLS

*“Innovators of education
programmes and creating work
opportunities in the sector”*

Ofsted 2025



CREATIVE ALLIANCE



Ofsted Report

CREATIVE

INNOVATORS

COMMUNITY BUILDERS

Creative Alliance is a social enterprise that specialises in Creative, Digital and Marketing apprenticeships and work based training.

We do what we do because we believe that creativity and innovation push the boundaries to ensure the sector thrives. **That's who we are.**

We build alliances with our employers and develop talent to become the next generation of marketers, filmmakers, graphic designers, advertisers, marketing managers, event's organisers, theatre technicians, craft makers and everything beyond.

As a social enterprise, we're working with employers to build a future for the community of the Creative, Digital and Marketing sectors.

We do this by:

- ➔ **Building alliances** with employers to bring those skills you need that other providers can't.
- ➔ Understanding the new generation and working with managers to make sure **young talent are a powerhouse for your organisation.**
- ➔ Ensuring we have **clear delivery for all areas** of the sector, from new starts to managers.
- ➔ Bringing together networks of employers who can speak and communicate to ensure the sector has high standards and builds a future.
- ➔ Providing organisations with **diversity of ideas** that make them even more competitive.

TRAINING OFFER

At Creative Alliance we strive for excellence, we expect it from our staff, from our learners and from our employers.

Our team is passionate about creative careers. All of our training is done by Creative, Marketing and Live Events industry experts. This translates into our broad offer of Apprenticeship Standards that aims to cover as much of the creative sector and keeps expanding every year.

Apprenticeship Standards

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COSTS

The government has classed businesses into two broad categories for apprenticeship funding:

LEVY

Large organisations 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.

NON-LEVY

Most organisations are non-levy, defined by a **payroll under £3 million**.

For them, the government pays for 95% of the apprenticeship funding and the employer has to pay for 5% of the contract of the apprenticeship.

For example:

Apprenticeship	Funding	5% Cost
Multi-Channel Marketer	£11,000	£550

[View All](#)

WAGES

Minimum wage for an apprentice from April 2026

£8 / hour

This can be paid to any age apprentice for **the first 12 months of their working contract**. Beyond that wage needs to reflect National Minimum Wage (NMW). Workers aged 21 and over will be entitled to the National Living Wage.

		37.5 hr p/w
Apprentice Minimum Wage	£8	£15,600
CA Recommended Wage	£9	£17,550
National Living Wage	£12.71	£23,809

If your apprentice is **25 years olds or younger**, you can save on National Insurance Contributions.

[Read Now](#)

Get in Touch

Our recruitment team can help you make the most of your funding options

[Get Started](#)

We aim to make onboarding an apprentice as simple as possible.

To do this contact our **dedicated Recruitment and Business Development team** to get your apprenticeship up and running!

[Contact Us](#)

GET STARTED

BECOME AN APPRENTICE

1 REVIEW

Have a look at the [different standards](#) we offer and which of them aligns with your career path.

[View apprenticeships](#)

2 APPLY

Getting an apprenticeship means applying for a role. Check out our [vacancies page](#). Here you can find employers looking to hire apprentices. Take into account:

- Does the role fit your career aspirations?
- Is it within a commutable distance?
- Do you meet the eligibility criteria?

Need help with your CV?
Join our monthly [Guidance Sessions!](#)

HIRE AN APPRENTICE

1 OVERVIEW

Have a chat with our team! Contact us for a consultation on how apprenticeships can support you.

- Learn about our standards.
- Discuss business objectives
- Review costs and funding options.

2 RECRUITMENT

We offer a completely free recruitment service to hire the right talent.

- Dedicated Recruitment Manager.
- We screen and shortlist candidates for you.
- Arrangement of interviews to your schedule.

3 ONBOARDING

Once the right candidate receives the job offer, your Recruitment Manager will support you with:

- Enrolment of your apprentice.
- Setup of Government funding account.
- Information on your apprentices first months of training.

TRAINING

What is an apprenticeship?

It's a government funded, work-based programme, that enables employers to train new emerging talent or upskill their current staff to higher roles.

1 A paid job

Provided by an employer looking to hire new talent or develop their staff through an apprenticeship.

2 Off-The-Job Training

Consisting of 7 hours a week of training through seminars, self-study time, or working on projects or assessments.

3 Tailored Training

The programme can be made to the specific skills requirements for the employer's business, and catering to the learner's career aspirations.

KEY INFORMATION

Progression

Level 4 and Level 6 Apprenticeships are a cost-effective method of up-skilling valuable team members, equipping them with advanced knowledge and real-world experience while bridging critical skill gaps.

High Level

EPA

This is the "exam" or last part of the apprenticeship. This will be completed in the last sections of the apprenticeship. The apprentices' development coach will prepare them for this.

EPA

Off-the-Job

Off the Job is an essential part of an apprenticeship. Every Creative Alliance apprentice must spend 7 hours a week on training. This can be attending seminars, self study, working on projects, or working with their development coach. This is a legal requirement for the apprenticeship and needs to be honoured by the employer. To read more about the obligations and benefits of Off the Job – read here.

OTJ Training

Eligibility

All apprentices need to have a visa to work in the UK, as well as access to public funds.

The apprentice can not have a relevant qualification or experience that is beyond the apprenticeship subject being undertaken.

Am I Eligible?

Level 3 • 18 Months*

MULTI-CHANNEL MARKETER



This apprentice will contribute to the implementation of marketing strategy and plans. They will be trained to deliver day-to-day marketing activities across a multitude of platforms, channels and systems.

CLICK HERE

Discover the full course

EMPLOYERS

who work with us



Training Delivered

- Principles & Theory
- Customer Journey
- Competitor Analysis
- Budget Management
- Return on Investment
- Campaigns & Content
- Search Engine Optimisation
- Analytics & Reports

Example Level 4 Sessions

Tailor your experience further with Level 4 Modules.

- + AI Foundations for Creatives & Marketers
- + Influencer marketing
- + Predictive Analysis & Trend Forecasting

Build Your Training



* Training: 13 months. EPA: 3 months

PROJECTS



Marketing Theories



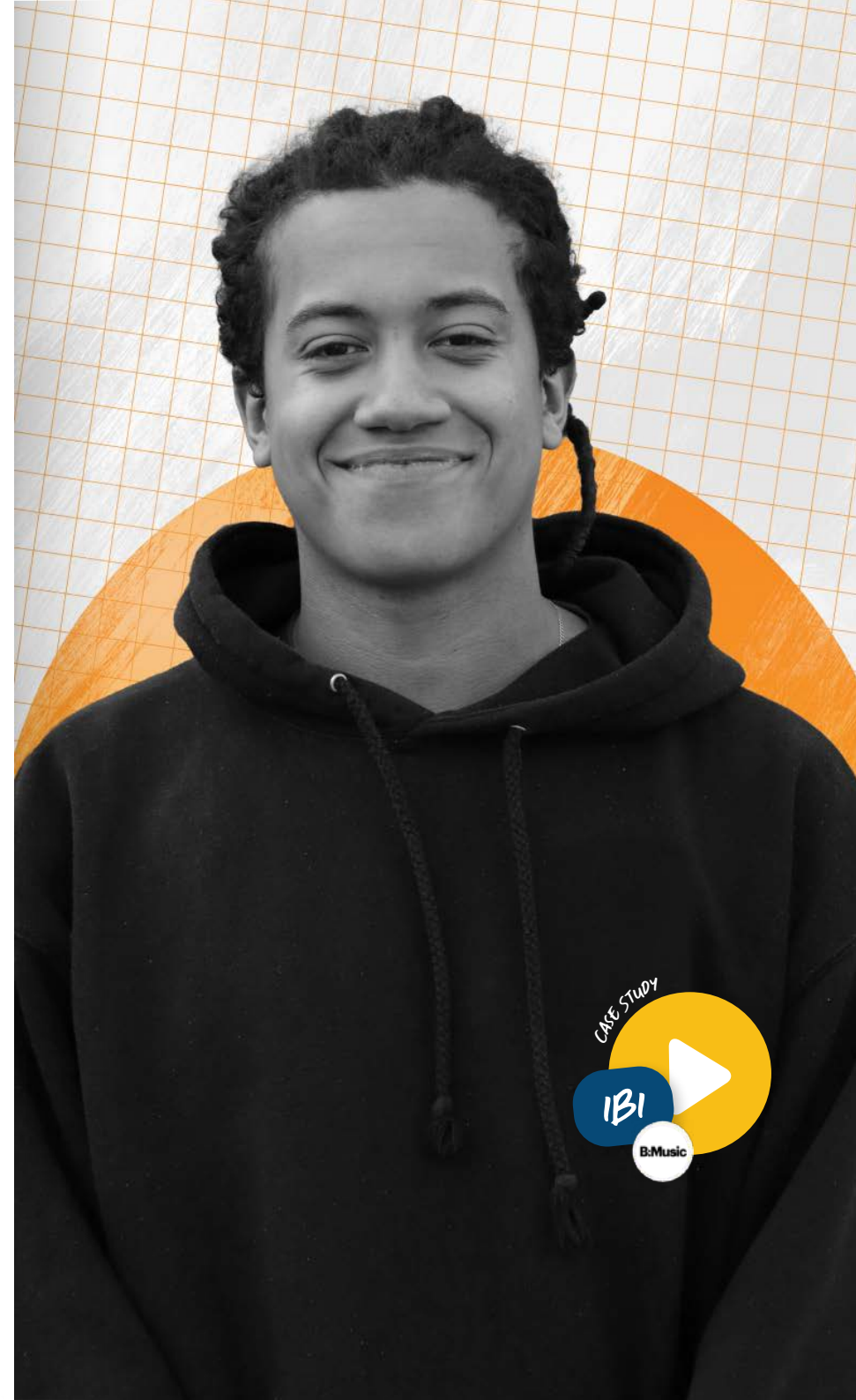
Key Legislation



Data Analysis



Customer Service



Level 4 • 18 months* MARKETING EXECUTIVE



CLICK HERE

Discover the full course

EMPLOYERS
who work with us



The apprentice will shape, support and deliver marketing plans, working in conjunction with the Marketing Manager. Responsible for planning and executing tactical and targeted marketing activity.

Training Delivered

- Service Delivery
- Budget Management
- Products
- Channels
- Concepts & Theory
- Marketing Research
- Systems & Processes
- Marketing Campaigns

Typical Job Roles

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

* Training: 15 months. EPA: 3 months

PROJECTS



Marketing Theories



Marketing Research



Managing Stakeholder



Analysis & Evaluation



CASE STUDY

BRIONY



Level 6 • 24 months
**MARKETING
 MANAGER**



The apprentice turns vision into measurable impact, driving growth through smart strategy. Responsibilities include overseeing the marketing budget, implementing campaigns, tracking success, and reporting back to senior management.

CLICK HERE
 Discover the full course

EMPLOYERS
 who work with us



Training Delivered

- Return on Investment
- Evaluation Strategies
- Service Design
- Planning & Strategy
- Regulatory & compliance
- Stakeholder Management
- Consumer Relationship
- Strategic Marketing Growth

Typical Job Roles

- Marketing Manager
- Communications Manager
- Product/Proposition Manager
- Insights/Innovations Manager



* Training: 18 months. EPA: 6 months

PROJECTS



Business Case



Value Proposition



Strategic Plans



Business Report



Level 3 • 15 months

CONTENT CREATOR

CLICK HERE

Discover the full course

EMPLOYERS

who work with us



The apprentice researches, prepares and develops the media messaging and content to maximise audience engagement, capturing the strategy and objectives of the brand.

Training Delivered

- Brand Development
- Video Editing
- Image Editing
- Content Campaigns
- Pitch Development
- Utilising Data
- User Experience Design
- Understanding Audiences

Example Level 4 Sessions

Tailor your experience further with Level 4 Modules.

- AI for Content Ideation & Copywriting
- Adobe After Effects
- Resource requirements for production

Build Your Training



* Training: 12 months. EPA: 3 months

PROJECTS



Content Planning



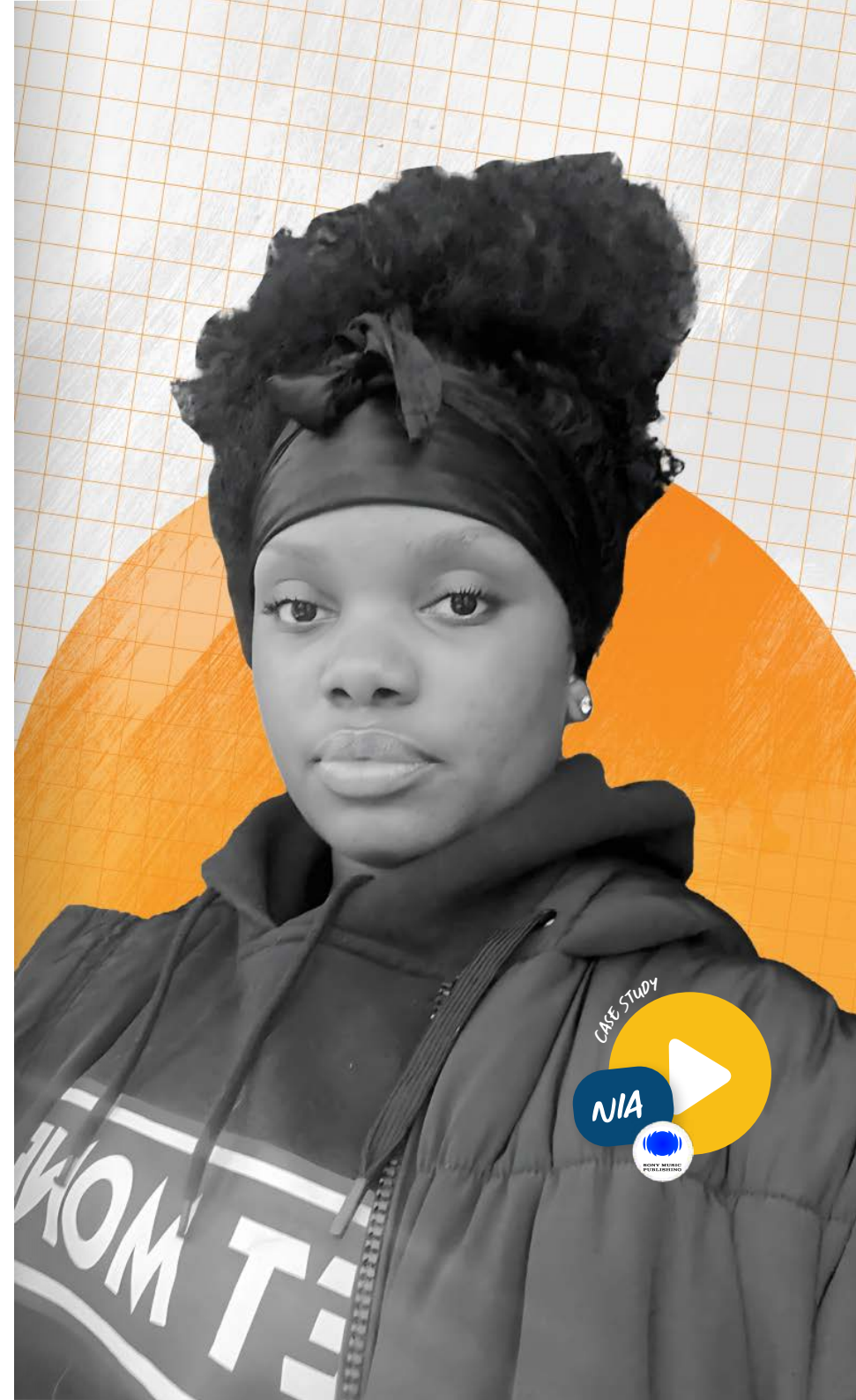
Develop & Pitch



Technical Skills



Production Analysis



Level 3 • 15 months

ADVERTISING & MEDIA EXECUTIVE



The apprentices move campaigns forward, coping with inevitable setbacks and changes in direction whilst showing collaboration and maintaining relationships with clients and suppliers, to ensure the delivery of creative campaigns.

CLICK HERE

Discover the full course

EMPLOYERS

who work with us



Training Delivered

- Campaigns
- Legislation
- Third Parties
- Approval Processes
- Commercial Dynamics
- Negotiation Techniques
- Media Metrics
- Media Buying

Example Level 4 Sessions

Tailor your experience further with Level 4 Modules..

- AI in Production Workflows
- Measuring and Delivering Return on Investment
- Power BI for Content & Marketing Insights



Build Your Training

* Training: 12 months. EPA: 3 months

PROJECTS



Advertising Landscape



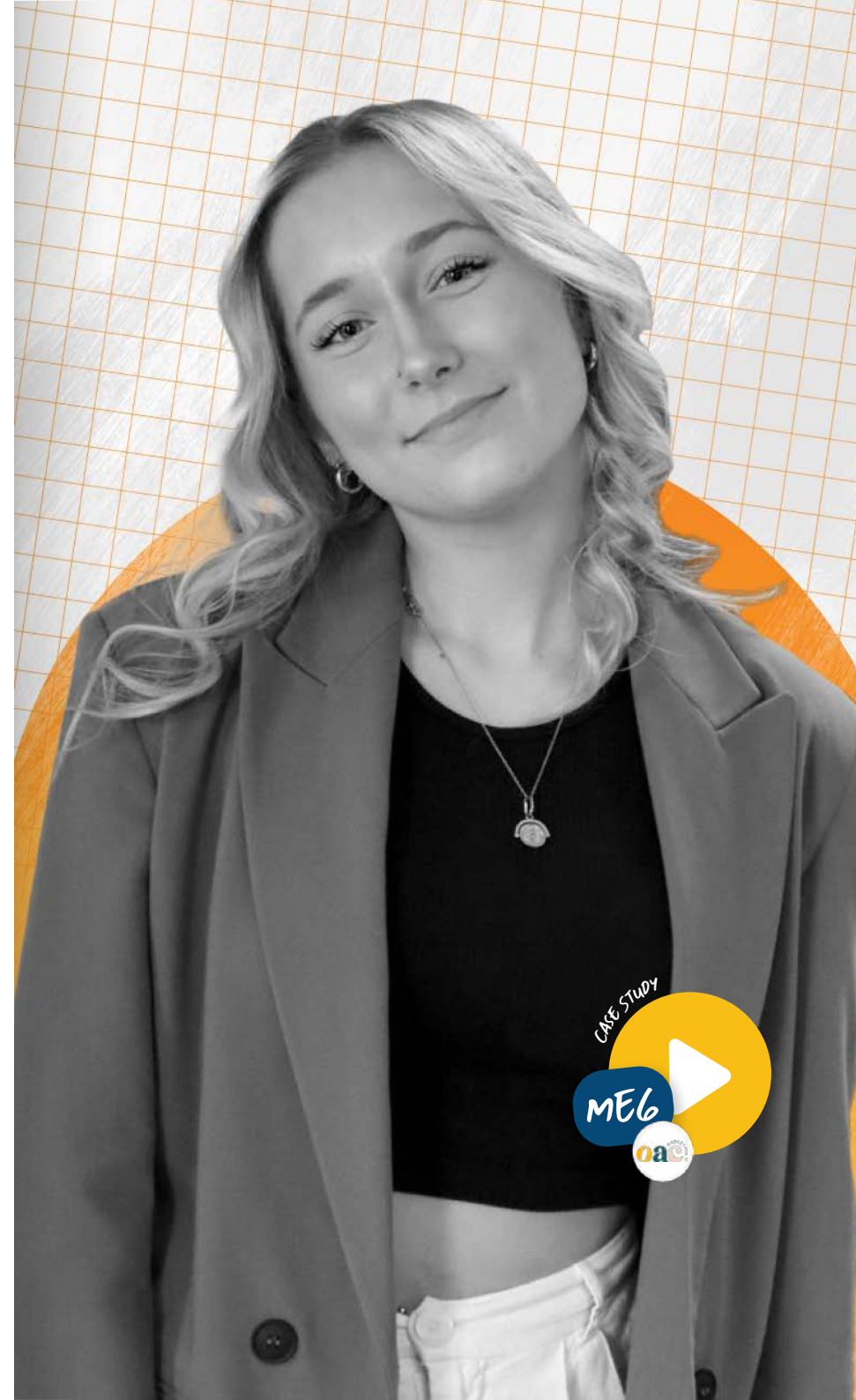
Client Business



Research Process



Technology & Trends



Level 3 • 15 months

PRODUCTION ASSISTANT

CLICK HERE

Discover the full course

EMPLOYERS

who work with us



The apprentice will assist in technical support and operations within video and audio productions. Including areas such as camera, lighting, sound and editing. They may also plan projects or events, manage guests, and obtain and manage resources.

Training Delivered

- Budget Management
- Camera Setup
- Audience Data
- Video Editing
- Commissioning Process
- Media Asset Sourcing
- Software for Production
- Audio Material

Example Level 4 Sessions

Tailor your experience further with Level 4 Modules.

- AI for Visual & Audio Creation
- Adobe Premiere Pro & Da Vinci Resolve
- Understanding audiences & Effective methods of Engagement

Build Your Training



* Training: 12 months. EPA: 3 months

PROJECTS



Brief Responding



Researching & Planning



Pitching Ideas



Assisting & Running



Level 3 • 21 months

CREATIVE INDUSTRIES PRODUCTION TECHNICIAN

3 4 6

[CLICK HERE](#)

Discover the full course

EMPLOYERS
who work with us


This role is to provide technical solutions for the setup of live, recorded and streamed events. Suitable for live events organisations, creative venues, theatres and corporate venues. This apprenticeship has two pathways: Creative Venue Technician and Live Events Technician.

Training Delivered

- Budget Management
- Lifecycle of an Event
- Event Rules
- Clients feedback
- Event Logistics
- Venues & Onsite Teams
- Environmental & Sustainability

Typical Job Roles

- Theatre Technician
- Stage Technician
- Lighting Technician
- Sound Technician
- Video Technician
- Automation Technician
- On-site Technician
- Event Technician
- Project Manager
- Production Manager

* Training: 18 months. EPA: 3 months

PROJECTS


Health & Safety



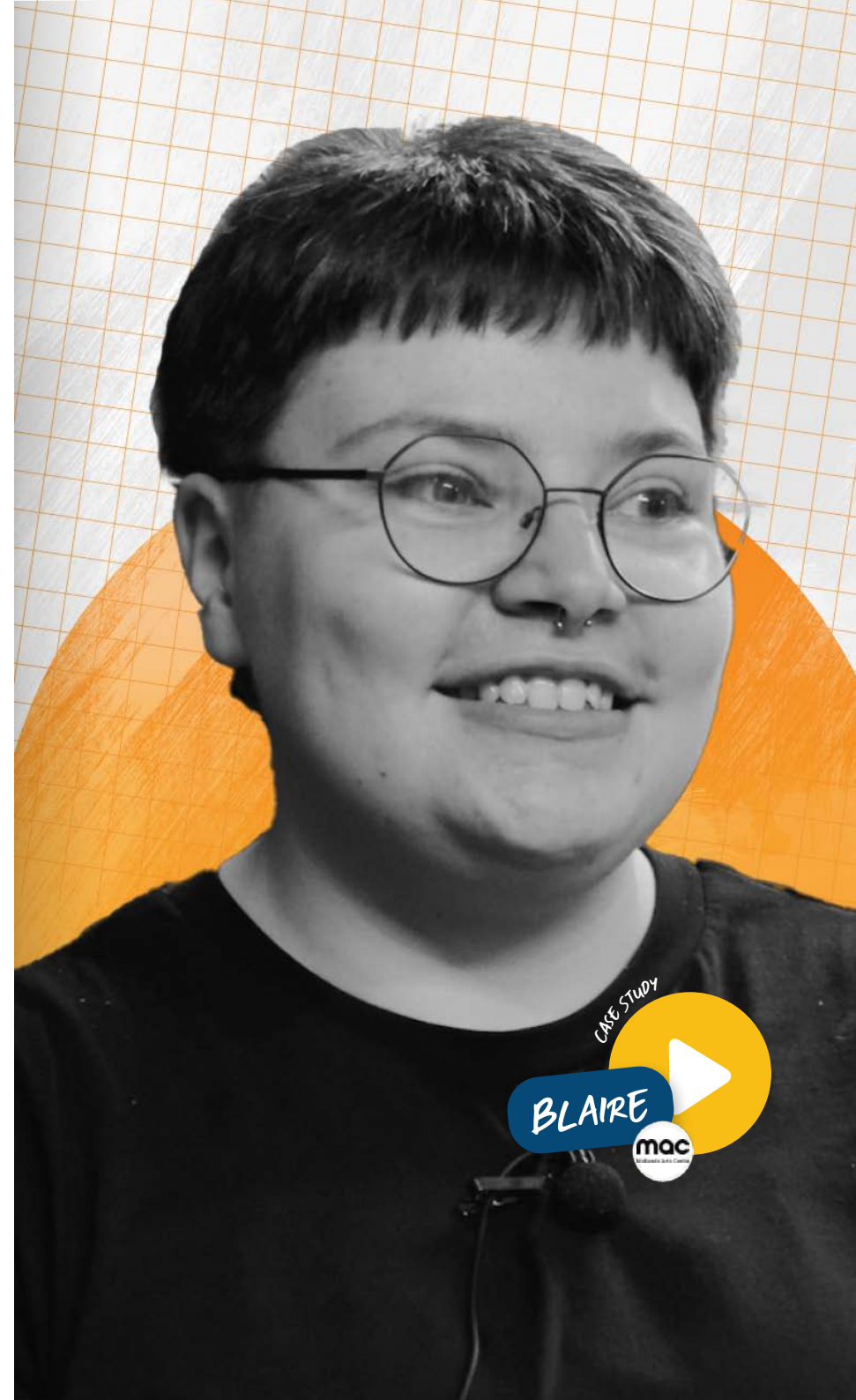
Risk Assessment



Stage Management



Production Management



CASE STUDY

BLAIRE



Level 6 • 24 months

PRODUCTION MANAGER

3 4 6

[CLICK HERE](#)

Discover the full course

EMPLOYERS
who work with us


The apprentice takes responsibility for all the organisational aspects of production schedule and/or budget. They ensure the smooth delivery of content for screen and audio productions.

Training Delivered

- Brand Identity
- Production workflow
- Copyright
- Legal & Ethical
- Budgeting & scheduling
- Negotiation Skills
- Financial Governance
- Tax Relief & Insurance

Typical Job Roles

- Bookings manager
- Line producer
- Post producer
- Stage manager

DEGREE LEVEL

* Training: 18 months. EPA: 6 months

PROJECTS

**Production
Coordination**

+


**Legal
Elements**

+


**Policy
Development**

+


**Brand &
Identity**
NEW


Level 3 • 15 months

EVENT ASSISTANT

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Discover the full course

EMPLOYERS

who work with us



The apprentice 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.

Training Delivered

- Budget Management
- Lifecycle of an Event
- Event Rules
- Clients feedback
- Event Logistics
- Venues & Onsite Teams
- Environmental & Sustainability

Typical Job Roles

- Event Co-Ordinator
- Event Manager
- Event Planner
- Event Program Manager

* Training: 12 months. EPA: 3 months

PROJECTS



Event Logistics



Event Lifecycle



Environment & Sustaining



Event Evaluation



Level 3 • 18 months

HAIR, WIGS, MAKE-UP & PROSTHETICS TECHNICIAN

[CLICK HERE](#)

Discover the full course

The apprentice designs, creates, and applies hair pieces, makeup, and prosthetics for a variety of artistic and performance settings. They play a vital role in bringing characters to life across diverse creative industries.

Training Delivered

- Health & safety
- History of hair
- Influences on design
- Tools
- Knotting techniques
- Makeup techniques
- Special effects makeup
- Character design

Typical Job Roles

- Makeup Artist
- Wig Technician
- Prosthetics Artist
- Special Effects Makeup Artist
- Theatrical Hair and Makeup Designer

* Training: 15 months. EPA: 3 months

PROJECTS


Working in Theatre

+



Wig Design

+



Wig Creation

+



Character Creation


NEW

Level 3 • 21 months

SCENIC ARTIST


[CLICK HERE](#)

Discover the full course

EMPLOYERS
who work with us



The apprentice supports the design and creation of painted backdrops, textures & finishes for theatre, film, and television sets. Transforming design concepts into visually stunning environments.

Training Delivered

- Art history
- Architecture history
- Colour Theory
- Policies & Procedures
- Health and Safety
- Computer Aided Design
- IT Systems
- Drawings & Portraiture

Typical Job Roles

- Set Painter
- Prop Painter
- Scenic Designer
- Theatre Set Artist

* Training: 16 months. EPA: 5 months

TIMELINE



Introduction
Months 1-4



Training
Months 5-21



EPA
Months 22-24



NEW

Level 3 • 24 months

SCENIC AUTOMATION TECHNICIAN


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EMPLOYERS

who work with us



The apprentice will programme, operate & maintain automation systems to ensure they meet the requirements. They control scenery and other equipment on the stage or set and in the air.

Training Delivered

- Record Keeping
- Industry Standards
- Stock Control
- Electrical Theory
- Maintenance Logging
- Recycling & Sustainability
- Electromechanical Engineering

Typical Job Roles

- Automation operator
- Automation technician
- Stage engineer
- Theatre maintenance technician

* Training: 21 months. EPA: 3 months

TIMELINE



Introduction
Months 1-4



Training
Months 5-21



EPA
Months 22-24



NEW

Level 3 • 24 months

SCENIC CONSTRUCTION TECHNICIAN


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Discover the full course

EMPLOYERS
who work with us



The apprentice works from designs to assist in building scenic assemblies or sets either on-site or to pre-fit large assemblies of smaller components and break them down for transportation/storage or delivery to the client.

Training Delivered

- Interpreting Designs
- Problem Solving
- New technologies
- Stock Control
- Working environments
- Communication Techniques
- Technical Drawings
- Sustainable materials

Typical Job Roles

- Fabricator
- Set carpenter
- Sustainable set builder
- Workshop technician

* Training: 21 months. EPA: 3 months

TIMELINE



Introduction
Months 1-4



Training
Months 5-21



EPA
Months 22-24

NEW



Level 3 • 15 months

COSTUME TECHNICIAN

**CLICK HERE**

Discover the full course

EMPLOYERS

who work with us



* Training: 12 months. EPA: 3 months

This apprentice works in production and technical departments of theatres, television, film, dance and fashion productions and cultural organisations. This apprenticeship runs across a range of sectors, where a costume might be worn, such as music events, pop concerts, recitals, choirs, sports events, etc. The broad purpose of the apprentice is to provide support relating to the care, maintenance and dressing of cast or performers in costumes in a production environment.

Training Delivered

- Data protection
- Sustainability
- Dressing Notes
- Costume Storage
- Admin Requirements
- Health & Safety
- Preparation & Scheduling
- Photographic Records

Typical Job Roles

- Costume Assistant
- Stitcher
- Costume Maker
- Alterations Specialist

TIMELINE



Introduction
Months 1-4



Training
Months 5-21



EPA
Months 22-24



Level 3 • 15 months

CULTURAL LEARNING & PARTICIPATION OFFICER

[CLICK HERE](#)

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EMPLOYERS
who work with us


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. The activities that are planned, typically include teaching arts, culture and heritage subjects, creative workshops, talks, performances, festivals, events and digital arts.

Training Delivered

- Fundraising
- IT Systems & software
- Social engagement
- Role & responsibility
- Understanding audiences
- Organisation understanding
- Working with partners
- Regulations & legislation

Typical Job Roles

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

* Training: 12 months. EPA: 3 months

PROJECTS



Activities & Projects



Organising Stakeholder



Budgets & Logistics



Evidence & Analysis



My Development Coach has made this apprenticeship process so much easier for me. I think we have both learned a lot from each other and I have valued that time.

REMI



Level 3 • 15 months

DATA TECHNICIAN

[CLICK HERE](#)

Discover the full course

EMPLOYERS

who work with us



The broad purpose of the apprentice's role is to source, format and present data securely in a relevant way for analysis using basic methods; to communicate outcomes appropriate to the audience; analyse structured and unstructured data to support business outcomes; blend data from multiple sources as directed and apply legal and ethical principles when manipulating data.

Training Delivered

- Literacy
- Storing Data
- Data Trends
- Data Reporting
- Legal and Policy
- Validating Data
- Analysis & Insight
- Visualising Data

Typical Job Roles

- Data Technician
- Junior Data Analyst
- Data Support Analyst
- Junior Information Analyst

* Training: 12 months. EPA: 3 months

PROJECTS



Business Data



Gathering Data



Data Analysis



Presenting Data



Level 3 • 15 months

BUSINESS ADMINISTRATOR

CLICK HERE

Discover the full course

EMPLOYERS

who work with us



The apprentice develops, implements, maintains and improves administrative services. A firm grounding in organisational operations and functional processes, as well as the wider working environment.

Training Delivered

- Digital Skills
- Document Production
- Interpersonal Skills
- Business Ecosystem
- Organisational Dynamics
- Effective Development
- Relevant Legislation
- Quality

Typical Job Roles

- Administrator Assistant
- Programme Administrator
- Finance Administrator
- Data Entry Assistant

* Training: 12 months. EPA: 3 months

PROJECTS



Written Reports



Work Products



Recorded Observation



Team Comms



The apprenticeship has helped me understand the background of organisations a lot better which in turn has helped me with work as I can understand why I am doing certain things and **why my role is important for the organisation.**

JAIDEN



CONTACT US

FOLLOW US



RECRUIT

Looking to expand or upskill your team with an apprenticeship?

Contact our Recruitment Team today.

[Get started](#)

CAREER

Start your career in the industry.

Find the right Apprenticeship for you on our 'Vacancies' page.

[Apply today](#)

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See what Employers and Learners have said about choosing us as their Training Provider.

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