

# Journalism, Social Media and Marketing

## NCTJ Apprenticeship Level 3

An apprenticeship is a smart, cost-effective way to recruit a new Junior Journalist or to upskill a member of your existing staff to take on the role.

The NCTJ Journalism Apprenticeship Level 3 covers a wide variety of roles and offers a range of optional units to customise the qualification to the needs of your organisation, or the specific job role.

Taking on an apprentice allows you to diversify your workforce and ensure you have a great mix of talent. At the same time, the mixture of on-and-off-job learning ensures your trainee learns the skills that work best for your company.

You also have the opportunity to train an apprentice to write for your publication and/or website alongside basic journalism skills. This should lead to increased productivity, improved competitiveness and a committed and competent workforce.

### Key Areas of Study

Your trainee will study for the NCTJ Level 3 Diploma in Journalism, as well as covering a wide range of essential knowledge, skills and qualities on their apprenticeship programme. Full details are provided below.

#### Quick Information:

#### New Apprenticeship Standard designed by employers for employers

**Sector:**

Relevant to all media employment sectors

**Who is it for?**

New recruits and existing staff

**Start date:**

Flexible to suit employers

**Level:**

Level 3

**Duration:**

12-18 months

**How does it work?**

Delivered in your workplace with one day a week in College learning from industry specialists and tutor visits every 6 weeks

**Content:**

Key competences and knowledge to suit your organisation

**Assessment:**

Practical observation, exam and coursework at the end of the programme

**Qualification:**

Junior Journalist Apprenticeship Level 3

**Additional Qualifications:**

NCTJ Level 3 Diploma in Journalism



## **Mandatory units for the NCTJ Diploma in Journalism**

---

### **Essential Journalism:**

- Finding and telling stories
- Accuracy and good use of English
- Interviewing skills and techniques
- How to develop stories
- Use of social media
- Writing for digital platforms, including video and mobile journalism
- SEO
- An introduction to data journalism
- Audience analytics
- Copy-editing creative and original research
- Interviewing

### **Ethics and Regulation:**

- Standards in journalism
- Integrity and propriety
- The impact of journalism on individuals
- IPSO and Ofcom regulation

### **Media Law:**

- General reporting
- Defamation and contempt
- Copyright
- Privacy
- An introduction to court reporting and IPSO

## **Optional units to suit your organisation**

---

Depending on your media business' needs, trainees can study the following units (up to a maximum number of credits):

- Public affairs
- Media law court reporting
- Shorthand
- Broadcast journalism
- PR and communication
- Business and finance journalism
- Videojournalism for online
- Photography
- Sports journalism
- Business of magazines
- Production journalism

In addition, your trainee will develop the following knowledge, skills and qualities on their apprenticeship:

### **Core Knowledge and Skills**

- Know what a story is and how to carry out the necessary research and interviews.
- Know how to build and maintain a range of reliable contacts.
- Create quality stories that are accurate, clear, vigorous, fair and balanced, in a form that will engage an audience.
- Work in an ethical manner and in accordance with relevant codes of conduct and demonstrate integrity.
- Be able to work on getting stories 'right the first time'.
- Demonstrate an ability to write and use good English to industry standard for all platforms.
- Produce content for digital platforms, including video and photographic material.
- Be adept at using social media and digital platforms and techniques to source content, contacts and build an audience.
- Be a good communicator.
- Understand the importance and value of brands.
- Connect with the audience they serve.
- Be able to work to tight deadlines.
- Be technically proficient and able to understand/use web analytics.
- Understand how society works.
- Take and keep accurate notes and records.
- Be able to gather, verify and make proper use of User Generated Content (UGC).
- Be able to gather, use and present data.
- Understand how the law affects the work of a journalist.
- Adhere to relevant health and safety legislation in the workplace.
- Understand the 'news business' with a knowledge of emerging trends in the media industry.

### **Core Qualities**

- Hard-working attitude.
- Inquiring mind.
- Lively interest in current affairs.
- An ability to write and use words accurately and with effect.
- Persistence and determination.
- Willingness to embrace change and accept unsocial working hours.
- Be able to demonstrate commitment and desire to be a journalist.
- Have a professional attitude to their job and how they present themselves for work.
- Have an understanding of the diversity of their audience.
- Be prepared to work shifts.
- Conscientiousness.
- Enthusiasm.
- Resilience.
- A team player.
- Have an ability and desire to carry out duties in accordance with the law, regulations and any appropriate codes of conduct.
- Have high personal standards in terms of discretion/confidentiality.

## Training, Tutoring and Assessment

---

The whole programme takes a minimum of 12 months to complete, at which point your trainee can take their final assessment. The pace at which your trainee progresses will be driven by you and the trainee.

We will work closely with you to plan and deliver appropriate support and training. Your apprentice will mainly learn on the job, but training in College and one-to-one tutoring are a key part of the new apprenticeship standards, not just assessment, with more time on tutoring as part of the 20% off-the-job training.

Whilst at College, your trainee will receive specialist training to cover the mandatory units of the NCTJ Diploma in Journalism qualification. They will sit the exams at regular intervals and we will offer support to you and your trainee throughout the whole of their apprenticeship, set objectives for development, carry out joint reviews with you at regular intervals to discuss progress, and assist your trainee to meet the industry 'Gold Standard' NCTJ grades.

You can use your normal performance management processes to monitor the progress of your trainee, provide feedback and guide development.

## End Point Assessment

---

Your trainee will complete a final work-based project after successful completion of the NCTJ Diploma with help and guidance from tutors. This end-point assessment will cover the whole standard and will be graded pass, merit or distinction. It is split into two parts and both parts must be passed for the trainee to be deemed competent:

- **Work Related Project:** Your trainee will undertake a work-related project during the final six weeks of their apprenticeship. It will demonstrate that your trainee has gained all the journalism skills listed in the standard. It must also demonstrate an understanding of the application of those skills and practices acquired both on and off-the-job. The trainee may choose the topic with your approval and the project may be produced across any platforms.
- **Independent Assessment of Qualities:** Your trainee will submit a rationale and evaluation of their learning on the apprenticeship as part of the work-related project. This will form a basis for assessing the trainee's competency against the qualities in the standard and will be assessed independently by the assessment organisation.

*For more information on the assessment for the Junior Journalist Apprenticeship please see the full assessment plan in the Apprenticeship Standard documentation. We will arrange the End Point Assessment.*

## Apprentice Entry Requirements

---

As the employer you will identify any relevant entry requirements in terms of previous qualifications, training, work experience or other criteria. A proven passion for media and journalism will be essential. Level 2 English and Maths will need to be achieved during the apprenticeship, if not already, prior to taking the final assessment. We will provide tuition if required.

## Future/Other Opportunities

This apprenticeship should lead to employment in your team as a competent Junior Journalist.

## More information

To find out more about the opportunities and financing of apprenticeships and to discuss your particular requirements, please email [employer@sheffcol.ac.uk](mailto:employer@sheffcol.ac.uk) or call **0114 260 2600** to speak to one of our friendly employer advisors.

## Why choose The Sheffield College?

As one of the region's largest providers of apprenticeships, The Sheffield College is more than just your local provider; we deliver the dedicated support you need to source, train and get the best out of your apprentices.

We are renowned for our journalism and photo-journalism courses, with a national reputation for excellence. In the past few years, we have invested millions of pounds in our Hillsborough Campus (where these courses are based) to provide the best opportunities in media in the region. Facilities include photography studios, recording studios, a TV studio, edit suites and production facilities for TV, radio and film.

Our journalism tutors are all experts in their area and have worked for newspapers and magazines across the country.

We appreciate how difficult and time consuming it can be to recruit staff. That's why, when you recruit an apprentice with us, our dedicated apprenticeship recruitment service, Job Connect, will advertise the vacancy, engage your candidates and even pre-screen them to make the process as easy as possible for you.

We help you get the best deal by finding the right funding and we handle the paperwork to make the process of arranging an apprenticeship training programme as smooth as possible. Our employer partnership team, apprenticeship tutors and assessment staff are experts, and we invest time and money in training and upskilling them regularly so their knowledge is up-to-date and industry standard.

At The Sheffield College we go above and beyond; we know that every business is different and we help to develop apprentices who will meet the needs of your business.

## Get In Touch

**Email:**

[employer@sheffcol.ac.uk](mailto:employer@sheffcol.ac.uk)

**Call:**

0114 260 2600

**Twitter:**

[@SheffcolEmployer](https://twitter.com/SheffcolEmployer)

**Facebook:**

[facebook.com/thesheffieldcollege](https://facebook.com/thesheffieldcollege)

**LinkedIn:**

[linkedin.com/company/the-sheffield-college](https://linkedin.com/company/the-sheffield-college)

