

Job Description

Job Title	Digital Content Creator Apprentice
Directorate	City Development
Service Area	Liverpool Film Office
Grade	AP2
Competency Level	1
Salary	£24,547
Job Type	Hybrid
Location	Cunard Building
Apprenticeship	Content Creator Level 3 - Content creator / Skills England

About the Role

The Digital Content Creator Apprentice will support Liverpool Film Office's marketing, communications and digital engagement activities, helping to showcase Liverpool as a world-leading destination for film and television production. Working alongside experienced communications professionals, you will create engaging content that highlights filming activity, industry news, events and the city's vibrant screen sector.

This is an exciting opportunity to gain hands-on experience in content creation, social media and digital marketing while completing a recognised Digital Content Creator Apprenticeship. You'll have the chance to develop practical skills across a variety of digital platforms while working with one of the UK's most successful film offices.

Please note that applicants must be aged 18 or over, as the role requires attendance at active film sets and production environments where specific health and safety considerations apply.

What You'll Be Doing

You will:

- Support the creation of engaging digital content to promote Liverpool Film Office and filming activity across the city.
- Assist with planning, creating and scheduling content across social media channels, including Instagram, LinkedIn, Facebook, TikTok and YouTube.
- Help capture and edit photography and video content at events, filming locations and promotional activities.
- Support the maintenance and development of digital channels, ensuring content remains accurate and up to date.
- Monitor social media activity and audience engagement.
- Assist with content creation for websites, blogs, newsletters and marketing campaigns.
- Support the production of behind-the-scenes content, interviews and filming updates.
- Help gather and analyse digital performance data and campaign results.
- Research new social media trends, platforms and content creation techniques.
- Work with colleagues and external partners to identify content opportunities.
- Ensure content meets brand, accessibility and copyright requirements.
- Provide communications and marketing support for events and industry initiatives.

What You'll Learn

During your apprenticeship you'll develop knowledge and skills in:

- Digital content creation and storytelling.
- Social media management and audience engagement.

- Photography, videography and content editing techniques.
- Content planning and campaign delivery.
- Digital marketing and communications.
- Website, blog and newsletter content creation.
- Social media analytics and performance reporting.
- Brand management and accessibility standards.
- Working with creative industries and external partners.
- Project planning, organisation and professional communication.

You'll also gain experience of how marketing and communications support Liverpool's internationally recognised film and television industry

Is This Role Right for You?

We're looking for someone who:

- Has a passion for digital content, social media and creative communications.
- Enjoys creating engaging content for different audiences and platforms.
- Has strong written and verbal communication skills.
- Is organised and able to manage multiple tasks and deadlines.
- Has good attention to detail.
- Enjoys learning new digital tools, platforms and technologies.
- Can work effectively both independently and as part of a team.
- Is creative, curious and willing to share new ideas.
- Has an interest in film, television, media or the creative industries.
- Has experience using social media platforms and creating content through education, hobbies, volunteering or personal projects.