A2A Qualifications

Turning Aspiration to Achievement

QUALIFICATION SPECIFICATION

Content Creator Level 3

ST0105 · Assessment plan version 2.0 · Ofqual 610/8448/7



2	25	60	Grading
assessment components Project Professional discussion underpinned by a portfolio	**statements you choose for your project, 10 of them mandatory**	**minute professional discussion**	**Distinction, Pass or Fail**

Which version applies

This specification is for apprentices on **ST0105 assessment plan version 2.0** who started on or after 24 September 2026, until a new version is released. The version is set by the apprentice's start date, not by the current version. **The assessment plan takes precedence** over this specification and all A2A guidance materials, and apprentices and training providers should use it as their first port of call for guidance. Read it at https://skillsengland.education.gov.uk/apprenticeships/st0105-v2-0

The assessment at a glance

1 Project

COVERS

25 statements you choose: 10 mandatory and 15 others

WHEN

When ready. A 20 minute presentation, 1,500 word report or 8 to 12 page showcase

GRADE

Pass or Fail

2 Professional discussion

COVERS

All **21 mandatory statements**, plus others. Underpinned by the portfolio

WHEN

Portfolio due **at least 14 calendar days** before the discussion. **60 minutes** (54 to 66)

GRADE

Distinction, Pass or Fail. Sets the overall grade

OVERVIEW

Your assessment journey

ST0105 • Assessment plan v2.0 • Starts from 24 September 2026

Four stages from registering to completing your apprenticeship. Each card shows who is responsible.

1

Register and plan

TRAINING PROVIDER AND APPRENTICE

Your provider uploads **Part A** of the Access to Assessment Form. Choose an **approved campaign title**, or get your own approved.

2

Submit your project

TRAINING PROVIDER

Your project and its mapping go to A2A **when ready**. Your portfolio and its mapping reach A2A **at least 14 calendar days** before your discussion.

3

Your assessments

APPRENTICE AND A2A ASSESSOR

Your project is assessed first, **Pass or Fail**. Then a **60 minute professional discussion**, within your apprenticeship timeframe.

4

Results and completion

A2A, EMPLOYER AND PROVIDER

Results **within 7 working days** of each assessment. Your employer confirms your **behaviours**, then **Part B** of the form is completed and A2A requests your certificate.

Be ready for any statement

Your discussion covers all 21 mandatory statements, plus others your assessor chooses from across your project and portfolio, so prepare examples for every statement.

Key information

Purpose	Confirms occupational competence as a Level 3 content creator
Qualification	A2A Qualifications Level 3 Apprenticeship Assessment for ST0105 Content Creator (610/8448/7)
Assessment plan	Version 2.0. https://skillsengland.education.gov.uk/apprenticeships/st0105-v2-0
Grading	Fail, Pass or Distinction (project: Pass or Fail)
Delivery	Remote and online. Set, delivered and marked by A2A Qualifications
Funding	£10,000
Behaviours	Confirmed by the employer. Not assessed or graded by A2A
Document	Document revision 2.0 Final, issued 22 November 2026

CONTENTS

In this specification

Select a heading to go straight to it.

MAIN SPECIFICATION

01 About this specification

02 Purpose of the assessment

03 The occupation

04 Entry and completion requirements

05 The assessment components

06 Component 1: Project

07 Component 2: Professional discussion

08 Grading

09 Results, feedback and appeals

10 Resits and retakes

11 Reasonable adjustments and special consideration

12 Use of AI

13 Malpractice and maladministration

14 Assessors and quality assurance

REFERENCE

15 Assessment outcomes and statements

16 Behaviours

17 Glossary

18 Contact and document control

01 About this specification

This specification sets out how A2A Qualifications assesses the Level 3 Content Creator apprenticeship (ST0105) for apprentices on assessment plan version 2.0. It is written for training providers, employers, apprentices and A2A assessors.

The assessment plan version tells you which apprentices this document applies to. The document revision is A2A's own version number for this specification, which changes when A2A updates the document. This is document revision 2.0 Final.

Disclaimer

The assessment plan published by Skills England takes precedence over this specification and over all A2A guidance materials. Where they differ, the assessment plan applies. Apprentices and training providers should refer to the assessment plan as their first port of call for guidance. The assessment plan is at https://skillsengland.education.gov.uk/apprenticeships/st0105-v2-0

Supporting documents, including example questions, the portfolio mapping document, apprentice guidance and the Employer Behaviour Approval Form, are available on the A2A Assessment Platform to training providers with apprentices registered with A2A.

A2A Qualifications Ltd is an Ofqual regulated awarding organisation (RN6096) and is on the register of apprenticeship assessment organisations (EPAO0889). All A2A assessment is delivered remotely.

02 Purpose of the assessment

The objective of this apprenticeship assessment is to confirm that the apprentice is occupationally competent as a content creator at Level 3. They must have shown the knowledge and skills in occupational standard ST0105 to the standard set out in assessment plan version 2.0.

In line with Ofqual's general purposes for apprenticeship assessment, it is designed to:

- show that the apprentice can apply their knowledge and skills in different but comparable contexts, for example with a different employer
- give employers reliable evidence of the apprentice's attainment, so they can be confident the expected performance standard has been reached
- build the apprentice's confidence in the workplace

03 The occupation

Content creators work for employers in every sector, in creative and non-creative industries, from micro businesses to multinationals, including charities, digital agencies, social media employers and broadcasters.

They work to a brief to develop written and audio visual content for social media, broadcast and print, tailoring the message to the audience and platform. They deliver high quality content on time and on budget, within the legal, regulatory and ethical framework, and keep up to date with new technologies, platforms and trends.

04 Entry and completion requirements

Entry

There are no entry requirements set by the assessment plan beyond those of the employer. Apprentices must follow the English and maths requirements in the Department for Education apprenticeship funding rules. There is no mandatory qualification for this standard.

When the apprentice can be assessed

There is no gateway before assessment. The training provider registers the apprentice by uploading Part A of the Access to Assessment Form to the A2A Assessment Platform. The apprentice can be assessed at any appropriate point once the apprentice, employer and training provider agree they are ready. The project is assessed first. The professional discussion can follow at a later date, within the apprenticeship timeframe.

Language of assessment

All assessment is carried out in English. British Sign Language may be used as a reasonable adjustment.

Recognition of prior learning

Prior learning or experience cannot be used to exempt the apprentice from any part of this assessment. All evidence must be produced during the apprenticeship.

Completing the apprenticeship

Before A2A can request the apprenticeship certificate, all of the following must be confirmed:

- all assessment components passed
- the minimum time on programme met (currently 8 months) and the off-the-job training requirements met, as set out in the funding rules
- English and maths requirements met
- behaviours confirmed by the employer on the A2A Employer Behaviour Approval Form

The training provider confirms these requirements on **Part B of the Access to Assessment Form**, the gateway to completion, with the employer satisfied that the apprentice has met the standard. A2A requests the apprenticeship certificate once all the requirements of the assessment plan and A2A's requirements are met, and Part B has been received.

05 The assessment components

The apprentice completes two components: a project, which the assessment plan requires, and a professional discussion underpinned by a portfolio of evidence. Both are set by A2A and marked by an independent A2A assessor, and are graded separately. The project is graded Pass or Fail. The professional discussion is graded Fail, Pass or Distinction and, once the project has been passed, sets the overall grade. The portfolio is not marked. Both components use the same headings: what to prepare, what happens and how it is graded.

Synoptic assessment

The professional discussion is the synoptic part of this assessment. It is one of the two components, so it makes up half of the assessment. It covers all 21 mandatory statements across the five outcomes and draws on the apprentice's project, portfolio and wider job role, so the apprentice shows how they combine their knowledge and skills in real work. The project also brings together planning, creation, delivery and evaluation in one real campaign.

06 Component 1: Project

What to prepare

The project is about **one real content campaign** the apprentice worked on, suited to its audience and purpose, in which they made some of the decisions themselves and can show what it achieved. The campaign title must be agreed by the apprentice, employer and training provider. The apprentice chooses one of A2A's ten approved titles on the Campaign Title Request Form, or requests their own title on that form, which A2A must approve before the project starts.

The project covers **25 statements** chosen by the apprentice: 10 mandatory and 15 others, from any outcome. Every chosen statement must be clearly evidenced. The apprentice chooses one format, each with the same content and criteria and a 10% tolerance either way:

- **presentation:** 20 minutes (18 to 22), live sharing the screen or pre-recorded. The apprentice is on camera throughout. A pre-recorded presentation is one continuous take and may use an avatar if the apprentice opens and closes it on camera
- **written report:** 1,500 words (1,350 to 1,650), with clear headings, sent as a Word or PDF file; annexes are extra
- **content showcase:** 8 to 12 designed pages as a PDF, telling the story of the campaign from the brief to the results

Anything that identifies a customer, client or audience member must be removed. Nobody else may produce the project for the apprentice.

What happens

The training provider uploads the project and its mapping to the A2A Assessment Platform when it is ready, with the campaign materials it refers to. For a presentation, this is the recording, or the slides and speaker notes. There are no questions on the project itself: the professional discussion may explore it later.

How it is graded

The project is graded **Pass or Fail** by an independent A2A assessor on what it shows: every chosen statement must be evidenced to the pass standard. Results are released within 7 working days.

07 Component 2: Professional discussion

What to prepare

The professional discussion is **underpinned by the portfolio of evidence**: work the apprentice produced during the apprenticeship. It must cover, as a minimum, the 26 statements not used in the project (11 mandatory and

15 others). It usually contains 10 to 20 pieces, as a guide, and one piece can cover several statements. The portfolio is not marked: the assessor reads it to prepare questions.

One A2A mapping document covers all 51 statements and shows where each is met in the project or the portfolio. It is uploaded with the project, and again with the portfolio. The portfolio and its mapping must reach A2A **at least 14 calendar days before the discussion**. If they arrive late, the discussion is rebooked and may be charged. Example questions are available to training providers on the A2A Assessment Platform.

What happens

The professional discussion is a **60 minute** one to one conversation with an independent A2A assessor, held online, with a 10% tolerance either way (54 to 66 minutes). The assessor asks about the campaign in the project, the choices made, why and what was learned, and draws on the portfolio. The discussion covers all 21 mandatory statements, plus other statements the assessor chooses from across the project and portfolio. Answers about the project count towards the discussion grade. The assessor may rephrase questions and ask follow-up questions, but will not lead the apprentice towards an answer.

On the day:

- The apprentice shows photographic ID to the assessor before the recording starts. No copy is taken.
- The apprentice shows the assessor around the room before the session. This is done off the recording, for privacy.
- The apprentice is on their own, unless a support person has been agreed in advance as a reasonable adjustment.
- The camera stays on throughout. Smart watches and other wearable devices must not be worn.
- Internet searches, ChatGPT and other AI tools must not be used during the session.
- The session is recorded for quality assurance and assessor training.
- If technology fails and cannot be fixed, the session is rebooked and does not count as an attempt.
- Breaks of up to 15 minutes may be agreed with the assessor if needed.

How it is graded

The professional discussion is graded **Fail, Pass or Distinction** against the six performance categories. Once the project has been passed, the discussion grade is the overall grade.

08 Grading

Grading each component

- **Project.** Pass or Fail. Every one of the 25 chosen statements, including the 10 mandatory, is evidenced to the pass standard.
- **Professional discussion: pass.** Every mandatory statement and every other statement asked about is evidenced to the pass standard, and the pass descriptors are met across all six categories. A shortfall in one area cannot be made up by strength in another.
- **Professional discussion: distinction.** The project has been passed, and the discussion meets every pass requirement, answers the distinction questions at distinction standard and is consistently above pass across all six performance categories.
- **Fail.** The pass requirements are not met.

Where the evidence for a statement is weak, the A2A assessor and internal quality assurer moderate the decision together and may award a Fail at their discretion.

What pass and distinction look like

A simple guide, based on Bloom's taxonomy, to the difference between the two grades.

Remember › Understand › Apply › Analyse › Evaluate › Create

Pass

REMEMBER, UNDERSTAND, APPLY

- Explains what they do and why, using real examples from their own work
- Applies procedures and tools correctly in routine, familiar tasks
- Follows legislation and organisational rules accurately

Distinction

ANALYSE, EVALUATE, CREATE

- Analyses situations and explains the reasons behind their choices
- Evaluates what worked, adapts when requirements change and shows the difference their work made
- Uses judgement, anticipates needs and applies rules with confidence

This is a guide to the level expected. Assessors grade against the performance descriptors in the assessment plan, and a distinction is not guaranteed.

Overall grade

The apprentice must pass both components. Once the project has been passed, the overall grade is the professional discussion grade. There is no merit grade.

Project	Professional discussion	Overall grade
Fail in either component		**Fail**
Pass	Pass	**Pass**
Pass	Distinction	**Distinction**

Performance descriptors

The assessment plan sets pass and distinction descriptors for six performance categories. A2A's grading criteria are built from them and cover all six.

Performance category	Pass	Distinction
Applied Knowledge	Demonstrates sound application of content creator knowledge, facts, procedures, and ideas across routine and non-routine tasks, completing them to required standards.	Applies a thorough understanding of content creator knowledge, facts, procedures, and ideas to manage and resolve routine and non-routine tasks with professional judgement and skill.
Applied Skills	Applies recognised content creation methods and tools to produce accessible, inclusive, and brand-aligned outputs with reasonable autonomy.	Integrates and adapts content creation methods resourcefully across varied platforms, demonstrating innovation and minimal need for oversight.

Performance category	Pass	Distinction
Regulatory and Procedural Awareness	Follows copyright, data protection, accessibility, and organisational procedures reliably, ensuring content meets compliance expectations.	Anticipates and interprets nuanced compliance issues, applying refined judgement to ensure content not only meets but enhances regulatory and organisational standards.
Communication and Collaboration	Communicates clearly with colleagues, clients, and audiences, contributing to collaborative projects and customer interactions.	Communicates persuasively, tailoring style confidently to diverse audiences and team dynamics, taking initiative in client and colleague engagement.
Information Use and Decision Making	Uses available data and audience insights to inform routine content and campaign decisions, supporting problem-solving in familiar contexts.	Evaluates diverse and sometimes conflicting data sources, drawing insightful conclusions that improve campaign outcomes and efficiency.
Responsibility and Autonomy	Takes responsibility for completing content tasks within agreed timelines and contributes to supporting team delivery where required.	Demonstrates accountability by pre-empting tasks, responding to emerging priorities, and leading others to achieve team outcomes while adding measurable value.

09 Results, feedback and appeals

Results are released **within 7 working days** of the assessment. Each assessment is internally quality assured before the result is released. The apprentice receives a feedback form for each component, and results are available to the training provider on the A2A Assessment Platform.

The feedback form confirms the result for each assessment component. It is not an apprenticeship certificate. A2A requests the apprenticeship certificate once all the requirements of the assessment plan and A2A's requirements are met. Apprentices then download their certificate from the GOV.UK website.

Appeals, complaints and other policies are published at www.a2aqualifications.co.uk/policies.

10 Resits and retakes

A resit is a further attempt without additional learning. A retake is a further attempt after additional learning. The employer and training provider must agree to any resit or retake.

- The apprentice only resits or retakes the component they did not pass.
- If one component is not passed and the apprentice does not complete or pass the other component, A2A may award an **overall Fail** grade.
- Resit and retake grades are not capped, so a distinction is still possible.
- A project resit or retake is a revised or new project. A professional discussion resit or retake uses different questions, and the portfolio can be updated at least 14 calendar days before.

- An apprentice who has passed a component can resit it to try for a distinction. The apprentice must let A2A know **within 7 calendar days** of the result, by email to info@a2aqualifications.co.uk. Up to three improvement resits are allowed per component, and more only with A2A approval. The higher grade stands.
- Improvement resits apply to the professional discussion only. A passed project stands.
- Resits, retakes and improvement resits are **charged in full**. The training provider is responsible for paying and may pass the cost on to the employer if it wishes. Apprentices are never charged.

11 Reasonable adjustments and special consideration

Reasonable adjustments are available so that apprentices can show what they know and can do on equal terms. A2A uses the Skills England reasonable adjustment matrix to decide which adjustments are suitable for each assessment method.

The training provider requests an adjustment by completing the **reasonable adjustment request form**, which is available with the support materials on the A2A Assessment Platform. The form should be submitted as early as possible, and before the assessment is booked, so the adjustment can be in place on the day.

Adjustments do not change the standard the apprentice must meet. Decisions are made by the A2A head office team in line with the A2A Reasonable Adjustments and Special Considerations Policy, and the assessor is told about any agreed adjustment before the assessment.

Special consideration

If something outside the apprentice's control affects their assessment, such as illness or bereavement, the training provider can apply for special consideration. Requests are considered in line with the A2A Reasonable Adjustments and Special Considerations Policy, published at www.a2aqualifications.co.uk/policies.

12 Use of AI

Apprentices can use AI tools, as long as the use is honest and the work remains their own. Any AI use must be declared on the mapping document, and the assessor may ask about it. It is good practice to save the prompts used and include them in an appendix to the portfolio. AI must not be used to produce evidence for the apprentice, to replace their own judgement or to answer questions during a live session.

13 Malpractice and maladministration

A2A Qualifications takes malpractice and maladministration seriously. Malpractice includes:

- submitting work that is not the apprentice's own
- using AI to produce evidence or answers without declaring it
- using AI to produce false records, or to answer questions during a live session
- copying, or receiving help that is not allowed

- impersonation
- a provider or employer completing or changing evidence for the apprentice

Training providers and employers must report any suspected malpractice or maladministration to compliance@a2aqualifications.co.uk straight away. A2A investigates in line with its Malpractice and Maladministration Policy, published at www.a2aqualifications.co.uk/policies. Results may be withheld while an investigation takes place.

14 Assessors and quality assurance

Assessors

Every A2A assessor:

- has relevant occupational experience and knowledge of content creation and digital media, kept up to date through CPD, which is checked by the lead IQA at least once a year
- holds a recognised assessing qualification, such as CAVA or AVRA, or is registered and working towards one, completing it within 12 months
- completes A2A training and standardisation before their first assessment on the standard, and at least once a year after that
- has no conflict of interest and does not assess apprentices from an organisation they also work for

Internal quality assurance

Every A2A internal quality assurer holds a recognised internal quality assurance qualification and relevant occupational knowledge. A2A samples assessment decisions in line with its sampling policy, using recordings, recording forms and feedback forms, before results are released.

15 Assessment outcomes and statements

The assessment plan groups 30 knowledge and 21 skills statements into five assessment outcomes. All five outcomes must be assessed. Statements marked as mandatory (shaded) must be assessed in every version of the assessment. There are 21 mandatory and 30 non-mandatory statements.

At A2A, the project covers 25 statements chosen by the apprentice: 10 mandatory and 15 others, from any outcome. The portfolio covers, as a minimum, the 26 statements not used in the project: 11 mandatory and 15 others. Together, the project and portfolio cover all 51 statements. The professional discussion covers all 21 mandatory statements, plus other statements the assessor chooses.

AO1: Content Planning and Strategy

Interpret briefs, research ideas, and apply audience segmentation to plan content that aligns with brand requirements, marketing strategies, and campaign objectives.

DEPTH AT LEVEL 3: At Level 3, the apprentice interprets briefs and plans content for defined audiences and channels within an agreed marketing strategy and budget. They are not expected to set the strategy.

Ref	Knowledge and skills statement	Mandatory
K1	The principles and process of setting a budget to produce content.	No
K2	The methods used to segment and understand core audiences and how to plan content for these.	**Yes**
K4	The end-to-end production workflow process for the organisation, the key stages, and own role within this.	**Yes**
K7	How to identify the commercial drivers for a client/customer.	No
K8	The importance of brand, brand awareness, brand purpose, branding guidelines and the intended audience within a brief.	**Yes**
K9	Where content creation fits within a marketing strategy.	**Yes**
K20	The importance of clearly articulating requirements and how this can influence priorities for a campaign.	No
K21	How communication styles can be adapted to suit different audiences.	No
K22	How to plan content delivery against the schedule.	No
K23	The principles for creating an effective campaign with measurable outcomes.	No
K24	The principles of mapping user journeys to ensure content is focused on maximising engagement.	No
S1	Interpret the aims of the brief.	**Yes**
S2	Research ideas and concepts to meet the brief.	**Yes**
S3	Evaluate brand requirements and brand guidelines.	No
S14	Identify and recommend the platform/s or channel/s to use for the media campaign.	No
S18	Analyse the differences between audiences using audience segmentation techniques and data.	No
S21	Operate effectively within the production workflow to meet production timelines.	No

AO2: Content Creation and Production

Create, adapt, and edit written, visual, and or audio content using industry-standard tools and packages, ensuring accessibility, inclusivity, and suitability for different platforms and or formats.

DEPTH AT LEVEL 3: The apprentice creates and edits written, visual and audio content with standard tools, adapting it for different platforms and making it accessible and inclusive.

Ref	Knowledge and skills statement	Mandatory
K10	How tone of voice can be adapted effectively to reflect the content.	No
K11	How audiences and their behaviours differ across channels and platforms and the different communication styles that could be used.	No
K12	How creative content can be used across multiple channels and platforms, and how the platform chosen affects the content production.	No
K13	The different styles of writing that can be used according to the type of content, channel and platform required.	**Yes**
K14	Correct use of grammar, punctuation, spelling and inclusive language.	**Yes**
K15	The principles of writing persuasive copy for a person or group or to raise brand awareness.	No
K16	The principles applied to create or capture visuals and audio when using standard packages and equipment.	**Yes**
K17	Where to source, adapt and edit content from.	No
K18	How to organise, structure and label content effectively, methodically and securely to enable efficient search and retrieval.	No
K19	How web pages are published and how the content can be optimised to ensure high rankings in search engine results.	No
S4	Prepare a mood board or other visual aid for the content to be created.	No
S5	Present ideas, pitches and proposals for creative content to be further developed.	No
S6	Storyboard and outline script their ideas for content to be developed.	No
S8	Develop accessible written content for different platforms and devices.	**Yes**
S9	Apply best practice and inclusive language when creating content.	No
S10	Write and edit copy or scripts for use on different channels and platforms.	No
S11	Create or capture visuals and audio using standard packages and equipment.	**Yes**
S12	Source, obtain and prepare media assets for use; using industry standard packages to adapt and edit content.	No
S13	Use industry standard tools and content management systems to organise, structure and label content effectively, methodically and securely enabling efficient search and retrieval.	No

AO3: Audience Engagement and Project Delivery

Publish and deliver content across channels, engage with audiences, and adapt communication styles to evolving circumstances while monitoring user experience to maximise engagement.

DEPTH AT LEVEL 3: The apprentice publishes content, engages with audiences through social media, monitors user experience and escalates issues appropriately.

Ref	Knowledge and skills statement	Mandatory
K25	Ways/methods of engaging with audiences, how to respond to evolving situations, recognise potential threats/issues and when to escalate these.	**Yes**
S15	Develop and maintain effective working relationships with clients, colleagues and suppliers, establishing and using professional contacts.	No
S16	Engage and respond with audiences through social media, adapting content to respond to evolving circumstances.	**Yes**
S17	Monitor user experience to ensure content is focused on maximising engagement.	**Yes**

AO4: Compliance, Data, and Quality Standards

Apply regulatory, legal, and organisational requirements, including copyright, data protection, accessibility, and inclusive language, to ensure content meets compliance and quality standards.

DEPTH AT LEVEL 3: The apprentice applies copyright, data protection, accessibility and organisational requirements to their own content, and uses data with regard to its integrity.

Ref	Knowledge and skills statement	Mandatory
K5	The regulatory and legal requirements when using media assets such as copyright, intellectual property rights, GDPR, web accessibility and non-disclosure agreements.	**Yes**
K6	Personal and employer responsibilities regarding data protection and data sharing, the potential impact on a business and the regulations that cover this.	**Yes**
K29	The culture of the organisation in which they are working, the commercial pressures, project deadlines and organisational working practices.	No
K30	How the structures, regulation and funding of organisations affects creative media activities.	No
S7	Interpret data, consider its integrity and use it to inform content.	**Yes**

AO5: Evaluation and Continuous Improvement

Analyse data to evaluate campaign success, apply lessons learned, and use professional development planning to improve future content creation and maintain up-to-date knowledge of tools, platforms, and trends.

DEPTH AT LEVEL 3: The apprentice evaluates campaign results against objectives using available data, applies lessons learned and plans their own development.

Ref	Knowledge and skills statement	Mandatory
K3	Availability of data and its use to inform decision making when identifying channels, formats and platforms for content creation.	No
K26	How to evaluate the success of the campaign against the objectives using available data.	Yes
K27	How to keep up to date with existing and evolving content tools, platforms, trends and talent.	Yes
K28	Approaches to managing and marketing own skills and services.	No
S19	Use lessons learned to evaluate the success of the content and identify areas for improvement for future campaigns.	Yes
S20	Use continuing professional development planning to support own current and future training and development needs.	Yes

16 Behaviours

The behaviours below are part of the occupational standard. They are not assessed or graded by A2A. The employer confirms the apprentice has shown them by completing the A2A Employer Behaviour Approval Form, which is required before the certificate can be requested.

Ref	Behaviour
B1	Committed to producing high quality creative content.
B2	Team-focussed and works effectively with colleagues and others.
B3	Acts in a way that builds and maintains positive relationships with customers.
B4	Takes ownership of work and strives to achieve quality content.
B5	Acts in a professional and ethical manner, embracing equality, diversity and inclusion in the workplace.
B6	Committed to keeping up to date with new technologies and industry best practice.
B7	Reflects on the results of the content created and identifies areas for improvement.

17 Glossary

Plain English meanings of the terms used in this specification.

A2A Assessment Platform	The online system training providers use to register apprentices, upload evidence and see results.
Access to Assessment Form	The A2A form used to register the apprentice (Part A) and, once both assessments are passed, to confirm the completion requirements before the certificate is requested (Part B).
Apprenticeship assessment	The independent assessment that confirms the apprentice is competent in their occupation.
Assessment outcome	A group of related knowledge and skills statements from the assessment plan. Every outcome must be assessed.
Assessment plan	The document published by Skills England that sets out how the apprenticeship must be assessed. It takes precedence over this specification.
Improvement resit	A further attempt at a component the apprentice has already passed, to try for a distinction.
Mandatory statement	A knowledge or skills statement shown in bold in the assessment plan, which must be assessed in every version of the assessment.
Non-mandatory statement	A knowledge or skills statement that is assessed across the assessment as a whole, but not necessarily in every assessment.
Performance descriptor	The plan's description of the level of performance needed for a pass or a distinction in each performance category.
Resit	A further attempt at a component that was not passed, without additional learning.
Retake	A further attempt at a component that was not passed, after a period of additional learning.
Synoptic assessment	Assessment in which the apprentice brings together knowledge and skills from across the standard to show they are competent in an integrated way.

18 Contact and document control

Bookings and evidence	bookings@a2aqualifications.co.uk
General queries and improvement resit requests	info@a2aqualifications.co.uk
Compliance	compliance@a2aqualifications.co.uk
Policies	www.a2aqualifications.co.uk/policies
Website	www.a2aqualifications.co.uk

Apprentices should contact their training provider first with any questions.

Training providers may copy material from this document to support their apprentices. A2A accepts no liability for incomplete or inaccurate copying. All A2A resources remain the copyright of A2A Qualifications Ltd.

Document control

Document	Qualification Specification ST0105 Content Creator
Assessment plan version	2.0 (for apprentices who started on or after 24 September 2026, until a new version is released). https://skillsengland.education.gov.uk/apprenticeships/st0105-v2-0
Document revision	2.0 Final
Owner	A2A Qualifications Ltd
Issued	22 November 2026
Review date	Annually, or as required

A2A Qualifications

Turning Aspiration to Achievement

Questions about your assessment?

Apprentices should contact their training provider first. Providers can contact us at any time.

BOOKINGS AND EVIDENCE
bookings@a2aqualifications.co.uk

GENERAL QUERIES
info@a2aqualifications.co.uk

POLICIES AND APPEALS
www.a2aqualifications.co.uk/policies

www.a2aqualifications.co.uk

A2A Qualifications Ltd | Ofqual regulated awarding organisation RN6096 | EPAO0889