

# Content Creator (Marketing)

ANZSCO: 225114

Group B

## About this document

- The following Information Sheet is for your reference only and should be used as a guide to assist with your Skills Assessment application to VETASSESS. This information is subject to change.
- Please note that a Skills Assessment of the qualification involves assessment of both the qualification level and content. Qualifications are assessed according to the guidelines published by the Australian Government Department of Education.
- The employment assessment involves determining the skill level and relevance of the tasks undertaken.
- Integrity checks may be conducted to verify the qualification and employment claims made in an application.

## Job description

A Content Creator (Marketing) creates and publishes text, photos and videos designed to promote businesses, products or services, to social media and digital platforms, to grow an audience, build brand awareness and increase sales. They schedule the release of, and updates to, marketing content on these platforms.

## Occupations considered suitable under this ANZSCO code:

Social Media Specialist (Marketing)












## Occupations not considered under this ANZSCO code:

Social Media Influencers.

# Content Creator (Marketing) is a VETASSESS Group B occupation

This occupation requires a qualification assessed as comparable to the educational level of an Australian Qualifications Framework (AQF) Bachelor degree or higher.

Applicants can fulfil the assessment criteria for this occupation in four different ways.

GROUP B	Criteria for a positive Skills Assessment						
	Minimum comparable Bachelor or higher degree AQF level***	With highly relevant major field of study	Additional highly relevant qualifications*	Highly relevant employment duration**			
1		+		+	N/A	+	 1 YEAR minimum
2		+	No highly relevant major	+	 Minimum AQF Diploma level with highly relevant major	+	 2 YEARS minimum
3		+	No highly relevant major	+	No additional highly relevant qualifications	+	 3 YEARS minimum
Pre-qualification methodology can apply to Group B occupations							
	Highly relevant employment duration**	With or without highly relevant major field of study	Additional highly relevant qualifications*	Comparable Bachelor degree AQF level			
4	 + 	+	N/A	+	N/A	+	 Within last 5 years

Additional qualifications in a highly relevant field of study include those comparable to the following levels:

- > AQF Diploma
- > AQF Advanced Diploma
- > AQF Associate Degree
- > or AQF Graduate Diploma

\*\*\* Bachelor degree or higher degree includes:

- > AQF Master Degree or
- > AQF Doctoral Degree

\*\* Highly relevant paid employment duration (20 hours or more per week)

1-3

minimum years of employment highly relevant to the nominated occupation, completed at an appropriate skill level in the five years before the date of application for a Skills Assessment.

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minimum 6 years of relevant employment required – five years of relevant employment (can be outside the last 5-year period) in addition to at least one year of highly relevant employment within the last five years before applying.

\*If employment is prior to the completion of the qualification at the required level, an applicant must have at least one year of highly relevant employment at an appropriate skill level within the last five years. The remaining five years of pre-qualifying period may be within the last ten years.

A positive assessment of both qualification level and employment duration is required for a positive Skills Assessment outcome.

## Qualification

- 1) Marketing
- 2) Advertising
- 3) Business Communications (i.e. communication qualifications with a business focus, rather than an arts/humanities focus)
- 4) Public Relations

## Employment

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## Employment information

Highly relevant tasks include:

- creating, scheduling and publishing marketing content to social media platforms and websites
- applying statistical modelling methods to determine the potential impact of pricing strategies on profitability
- monitoring performance of initiatives, providing regular reporting and insights as required
- analysing data from digital marketing campaigns and platforms  
recommending updates to digital content to improve search engine metrics

