

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
2		No highly relevant major		+
			Minimum AQF Diploma level with highly relevant major	
3		No highly relevant major	+	No additional highly relevant qualifications
			+	
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	+
			+	
				Within last 5 years

Description of Pathways

The information below describes the available pathways for a Skills Assessment under **Group B**. Please note that in order to achieve a successful Skills Assessment Outcome, a positive assessment for both qualifications and employment is required.

Pathway 1

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **one** year of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Pathway 2

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field not highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

An additional qualification in a highly relevant field of study at a minimum AQF Diploma level is required. Additional qualifications in a highly relevant field of study include those comparable to the AQF Diploma or AQF Advanced Diploma or AQF Associate Degree or AQF Graduate Diploma.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **two** years of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Pathway 3

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field not highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **three** years of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Pathway 4

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree with or without a highly relevant major field of study to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **six** years of employment at an appropriate skill level that includes at least **one** year of highly relevant employment within the last five years before applying,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

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

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.

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

