



Skills England

Journalist

Key information

Reference: ST1490

Version: 2.0

Level: 6

Typical duration: 18 months

Route: Creative and design

Maximum funding: £14000

Date updated: 14/04/2026

Approved for delivery: 14 April 2026

EQA provider: Ofqual is the intended EQA provider

Review: this apprenticeship will be reviewed in accordance with our change request policy.

Occupational standard

Assessment

Contents

Details of the occupational standard

Occupation summary

This occupation is found in media businesses such as TV, audio, digital and print such as newspapers and magazines, public relations and communications. The broad purpose of the occupation is to inform the public – either through news and current events, or through the creation of authoritative features, opinion or analysis. In their daily work, an employee in this occupation interacts with colleagues within the same organisation, representatives of other businesses and or organisations and members of the general public. Typically, work will be completed in an office or varied locations and can involve unsociable hours or shift working.

An employee in this occupation will be responsible for researching and reporting, creating, as well as commissioning, content. This can include filming, recording and editing audio and video in a deadline driven environment; this could be to inform or entertain on TV, audio, online or in print. This could be across multiple genres – from crime to politics to technology to sport to fashion. An employee may also commission work, source material, speak to contacts and lead assignments. They will engage with the audience and be called upon to make editorial decisions, in what can be unpredictable or changing circumstances and understand the need for audience and or readership engagement and analysis of audience analytics. They will have responsibility for finding, researching and telling stories tailored to employer's needs and target audience. They will also manage contributions to stories from an array of sources, including freelancers, user generated content, the public and other specialist staff. Throughout, sound editorial judgements

must be displayed with a thorough understanding and application of the law, relevant codes of practice and ethical principles.

A journalist often acts alone, making decisions on content and publication, reporting to an editor or similar figure. There is likely to be even more autonomy in smaller organisations.

The duties and responsibilities of their immediate manager must also be understood to enable them to stand-in for them when or if required.

Typical job titles include:

Broadcast journalist

Content editor

Digital editor

Features editor

Journalist

Multimedia reporter

Producer

Senior content creator

Senior journalist

Senior reporter

Video journalist

Occupation duties

DUTY	KSBS
<p>Duty 1 Analyse and interpret audience data to inform story-telling so as to best serve the audience's needs, increase engagement and reach new people.</p>	<p>K1 K5 K8 S1 S2 S4 B5</p>
<p>Duty 2 Ensure all work complies with the legal and ethical regulations that apply to journalism.</p>	<p>K2 K3 K22 S3 S7 S8 S9 S19 B3</p>
<p>Duty 3 Apply the appropriate methodologies and approaches to build contacts that will help develop current and future stories.</p>	<p>K4 S5 S10 S11 S12</p>
<p>Duty 4 Evaluate the strengths and weaknesses of any story-telling method prior to publishing to ensure the employer's desired impact.</p>	<p>K6 K7 S6 S15</p>
<p>Duty 5 Research and create content tailored to audience and employer's needs.</p>	<p>K9 K19 B2</p>
<p>Duty 6 Identify, prepare and conduct interviews using techniques and methods to extract information from interviewees.</p>	<p>K10 K11 K23 S16 S17 B3</p>
<p>Duty 7 Determine appropriate ways to manage user-generated content and those who provide the information.</p>	<p>K12 K23 S13 S25</p>
<p>Duty 8 Create and deliver multimedia content for multi-platform journalistic use.</p>	<p>K13 K14 S14</p>
<p>Duty 9 Review, edit and format material produced by others ready for publication or broadcast in line with ethical, legal and regulatory requirements.</p>	<p>K15 K23 S18 S20 S24 B4</p>
<p>Duty 10 Take responsibility for own assignments ensuring they are authentic and accurate, resulting in</p>	<p>K16 K17</p>

the publication or broadcast of material which leads to positive audience engagement.

S22

B4

Duty 11 Evidence continuous professional development; maintaining knowledge and skills in relation to industry developments that influence their work, including emerging trends, innovations, technologies, tools and techniques, environmental sustainability and sustainable practices.

K18 K20 K21 K22 K24 K25

S21 S23 S26

B1 B6

KSBs

Knowledge

K1: Employer's target audience, both in terms of demographic and sociographic profile, and understanding audiences' needs from the media.

K2: The relevant legislation, regulation and ethical issues that affect journalists and confidential material including: defamation; contempt of court; reporting restrictions; privacy, copyright.

K3: Current legal and regulatory changes affecting journalists' work include codes of conduct and compliance with bodies like IPSO, the Ofcom Broadcasting Code, BBC editorial guidelines, and individual employer guidelines.

K4: Tools and techniques used to identify, locate and establish physical and on-line contacts and sources to inform and contribute to content.

K5: The techniques to use audience analytics to drive audience interaction.

K6: Techniques of story-telling concepts, how they work individually, and how they can work in combination

K7: Methods for generating original and exclusive content, and the contexts within which the content can be used.

K8: The techniques to use to extract compelling stories from (big) data sets, such as financial information from companies or government.

K9: Current and non-standard techniques used to present data stories in a visual way that helps the target audience understand the subject matter.

K10: Techniques, strategies and lines of questioning to extract required information from interviewees.

K11: When specialist subject knowledge is required, and how to obtain this using appropriate research techniques to ensure accuracy.

K12: The theoretical and practical uses of social media platforms, the issues and risks and how that aligns with the employer's target audience and protocols.

K13: Technical requirements of equipment and software to create high quality, multi-platform journalism.

K14: Tools and techniques for shooting and editing video and audio to meet standards for publication on different platforms.

K15: Employer's editing protocols and software.

K16: Methods and techniques used to proofread content and edit as required.

K17: Own role, and responsibilities within the wider team and impact on others.

K18: Current industry trends across the media and how these apply to journalism.

K19: Methods to communicate potential story ideas and present to diverse audiences, adapting communication techniques accordingly.

K20: Why seeking feedback on your work practices and evaluating areas for development and continuous improvement is important.

K21: The professional ethics and practices within the media industry and how these relate to reputational risk.

K22: The capabilities, benefits and risks of AI and digital tools within the role including responsible use and ethical considerations.

K23: The importance of clear, timely communication for productive working relationships.

K24: The importance of environmental sustainability and organisational processes for working on journalistic content.

K25: Employment structures and opportunities in the sector, how freelance and employed roles function, their responsibilities, and the importance of self-promotion.

Skills

S1: Identify and use techniques to extract compelling stories from big data sets, social media and reports to create the most effective story or feature for the target audience.

S2: Undertake research before reporting to ensure that published or broadcast content is accurate, compelling and verifiable.

S3: Identify, select and use multiple sources of information, cross-checking and corroborating when necessary; taking accurate notes when and where needed.

S4: Present data stories in a visual way that helps the target audience understand the subject matter.

S5: Research, evaluate and select a method and the platform or platforms to be used to tell stories which will meet the employer's strategic goals.

- S6:** Modify or combine information from multiple sources including people, reports, data and social media.
- S7:** Produce content in accordance with legal, regulatory and organisational requirements; use different multimedia combinations where needed.
- S8:** Make decisions and judgements at speed and when under pressure, on the way stories are researched and presented when breaking news.
- S9:** Assess the legal or regulatory issues and take responsibility for a course of action with regard to publication and decide when professional legal advice is needed or referral to editorial manager.
- S10:** Interrogate sources of information to establish the demographic and sociographic profile of the employer's target audience to find where suitable contacts could be located.
- S11:** Develop relationships with contacts to find exclusive stories which meet the needs of the target audience; verify information from contacts and review its short and long-term implications.
- S12:** Identify and evaluate contacts to make decisions as to how best to nurture the contact; assessing where legal, regulatory, ethical problems may arise from working with a contact.
- S13:** Monitor relevant social media on a systematic basis, proactively seek new sources of user-generated content that will help improve targeted content and audience engagement.
- S14:** Evaluate a wide range of social media platforms, identifying and selecting the appropriate social media for the content, maintaining the correct tone for the platform being used.
- S15:** Produce content which resonates with the audience as measured by audience analytics, social media interaction and reach, and internal tools used by employers to understand audience sentiment.
- S16:** Undertake different types of interview to extract information, even from those who are reluctant to speak; identifying and selecting the right interviewing technique to suit the interviewee.
- S17:** Analyse answers from interviewees to inform questioning and other people to speak to. Probe for detail and inconsistencies in replies from interviewee.
- S18:** Take responsibility for ensuring that material from outside sources is verified, conforms to all legal, regulatory and ethical issues and is presented to the audience in the correct manner.
- S19:** Evaluate own work to check this is produced to industry standards and is of a quality to maintain and advance the organisation's reputation in the industry, making changes when needed.
- S20:** Format and edit other's work to meet the employer's audience, following employer's guides to editing, using approved programs and checking materials taking editorial responsibility to reduce the time and costs of the editing process.
- S21:** Proactively develop and maintain own professional competence, with the willingness to learn new processes and technical skills, and manage own continuing professional development -

CPD.

S22: Produce authentic, accurate and verifiable publication and or broadcast content.

S23: Seek constructive feedback from relevant people about your performance; taking action as required.

S24: Work through editorial situations at speed and when under pressure, demonstrating well-developed editorial judgement in line with their organisation's editorial values and aims.

S25: Use and develop systems to track contributions from sources, including any agreements made with the people submitting the content.

S26: Use and promote sustainable practices in line with organisational policy.

Behaviours

B1: Proactive and reacts positively to emerging trends; is curious, forward-looking, open to change and looks to find ways which will enhance the overall experience of the audience.

B2: Works tenaciously and on own initiative to produce content and tell stories in the most eye-catching and compelling manner. Takes responsibility for seeing the bigger picture.

B3: Work ethically and with integrity; exercising autonomy when making judgements and offering advice to others. Is empathetic, builds trust and is a good listener while still evaluating the information being received. Encourages diversity and equal opportunity both in their storytelling style and the content agenda.

B4: Work in a transparent and open way; making judgements free from bias and taking on responsibility as needed as to what should and should not be changed in the editing process.

B5: Demonstrate flexibility and resilience; adapts positively to changing work priorities and patterns, ensuring deadlines continue to be met.

B6: Undertake continuous professional development; maintains, updates and grows knowledge and skills for the role.

Qualifications

English and Maths

English and maths qualifications must be completed in line with the apprenticeship funding rules.

Other mandatory qualifications

Version log

Version	Change detail	Earliest start date	Latest start date
2.0	Approved for delivery	14/04/2026	Not set

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