

Toby Wynyard  
Business Manager for Creative Digital Media and Music/Music Technology  
Pearson  
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Dear Toby

**Letter of support for the Pearson *BTEC level 2 Technical Diploma in Digital Media Production***

The Creative Industries Federation is a membership organization spanning the arts and creative industries as well as cultural education. We work across a number of policy areas and creative and cultural education is a core area of our research.

As a professional body in the sector, we trust the following qualification as being fit for purpose for students wishing to continue their studies of this subject:

**Pearson *BTEC level 2 Technical Diploma in Digital Media Production***

We believe that this qualification will provide learners with the specialist knowledge, and give them the opportunities to develop the skills and behaviours, that employers in the industry are looking for.

The qualification facilitates the learner in demonstrating relevant skills, behaviours and knowledge that support progress to employment in a range of job roles within the following occupational area:

- Junior content Producer/Creative content assistant

The qualification also benefits the individual, should they chose to progress into further training via a level 3 qualification or an apprenticeship, and is a good preparation for either progression route.

I am happy for Pearson to use this letter as a guide for its work with government and its agencies, to ensure that this qualification can continue to be recognised as beneficial in the context of college performance tables and 19+ funding.

Yours sincerely



*Eliza Easton  
Policy and Research Manager  
Creative Industries Federation*