



Toby Wynyard  
Sector Manager for Creatives  
Pearson  
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Dear Toby

**Letter of support for the Pearson *BTEC level 3 National Extended Certificate in Digital Content Production***

JAMES is a consortium of media industry, music and entertainment organisations collaborating in the support of education and promotion of excellence.

As a professional body in the sector, we recognise the following qualification as being fit for purpose:

**Pearson *BTEC level 3 National Extended Certificate in Digital Content Production***

We confirm 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 ensures that the learner can demonstrate relevant skills, behaviours and knowledge to progress to employment in roles that utilise digital media skills such as junior content producer.

The qualification will also support 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.

Yours sincerely

David Ward  
Executive Director  
JAMES