

## 1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Content Manager

## 2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Content Manager

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of specialised audio and video editing for social media and online advertisements.
- Knowledge of advanced media production planning and industry pricing.
- Knowledge of factors influencing quality in the production of communication products.
- Knowledge of EU and non-EU rules, practices and legislation for social media advertising.
- Knowledge of opportunities and limitations with market communication using smart devices.
- Skill to design complex web pages for mobile users and users with disabilities.
- Skill to identify, analyse and choose the right form of social media.
- Skill to customise media products for transfer to smart devices.
- Skill in audience analysis.
- Skill to use business principles to select and customise messages for a target audience.
- Skill to create, identify, analyse and develop business ideas.
- Competence to create campaign and communication products for common media.
- Competence to manage projects and production of advanced communication products.
- Competence to independently develop and produce complex promotional and communication products.
- Competence to monitor and analyse the industry's technical and market development.
- Competence to produce and distribute market campaigns via digital channels.
- Competence to order and produce apps for mobile devices.
- Competence to plan and lead the implementation of digital market campaigns.
- Competence to project and develop management in modern media production.
- Competence to budget advanced media projects.
- Competence to analyse contractual texts and propose appropriate changes.
- Competence to analyse and evaluate project options based on profitability and business concepts.
- Competence to analyse and evaluate options in business development.
- Competence to create and implement long-term sales plans.
- Competence to produce text, audio, video, graphics, notifications for different media.

## 4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Content Manager, Community Manager, Social media Manager and Media Business Manager

## 5. OFFICIAL STATUS OF THE CERTIFICATE

<b>Name and address of the awarding institution</b>	<b>Name and address of the public authority issuing awarding entitlement to education providers</b>
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden <a href="http://www.myh.se">www.myh.se</a>
<b>Diploma level (national or international designation)</b>	<b>Grading scale</b>
SEQF/EQF:	Fail (Icke godkänt - IG) Pass (Godkänt - G) Pass with Distinction (Väl godkänt - VG)

## 6. OFFICIALLY RECOGNISED MANNER OF OBTAINING THE DIPLOMA

Description of vocational education and training received	Per cent of whole programme (%)	Length (weeks)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		<b>weeks</b>
<b>Further information</b>		
The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses. Five HVE credits correspond to one week of full-time studies.		
A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits).		
An Advanced Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 400 HVE credits, at least one quarter of programme time is spent on student placement, and the student has completed an independent project.		
Entry requirement is successful completion of upper secondary education.		
For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: <a href="http://www.myh.se">www.myh.se</a>		

### (\*) Explanatory notes

This document is intended to provide additional information about the specified diploma and has no legal status in itself. It is based on Council Resolution 93/C No. 49/01 of 3 December 1992 on the transparency and clarity of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency and clarity of vocational education certificates, and the European Parliament and Council Recommendation 2001/613/EC of 10 July 2001 on mobility within the Union of students, persons undergoing vocational training, volunteers, teachers and educators.

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