



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Digital kommunikatör

## 2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Digital Communicator

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of how digital and analogue communication interact and collaborate as well as how text, image, film and sound can be used strategically on digital channels.
- Knowledge of sound, image and film production and editing.
- Knowledge of marketing and marketing strategies, digital presentations and crisis communication via digital channels.
- Knowledge of project work and management.
- Knowledge of social media optimisation, SEO and Google Analytics and Google Adwords.
- Skills to analyse target groups and write internal and external online texts that communicate with the intended audience.
- Skills to write SEO texts that direct traffic to a website and write marketing texts for websites/website copy editing.
- Skills to photograph, film, process and edit images and communicate using GMS such as EpiServer and WordPress for online publishing.
- Competence to conduct situational analyses and track trends and flows.
- Competence to communicate, create dialogue and publish via digital channels and social media and support user-generated content.
- Competence to create, edit and produce tailored text, images, digital video and audio materials for digital channels.
- Competence to work strategically with a company website, blog and social media to send out a message.
- Competence to assume overall responsibility for a company's digital presence.

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

Digital Communicator, Communicator, PR Officer, Website Communicator and Website Editor

## 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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