



1. Title of the certificate – Yrkeshögskoleexamen ¹

Digital kommunikatör inom offentlig verksamhet

2. Translated title of the certificate – Higher Vocational Education Diploma ²

Digital Communicator in the public sector

3. Knowledge, skills and competence profile

The holder of the certificate has:

- Specialist knowledge of theoretical and practical digital communication and marketing in public sector activities.
- Specialist knowledge of theoretical and practical crisis communication and dialogue management through digital media.
- Specialist knowledge of theoretical and practical work on digital strategy for public sector activities.
- Knowledge and overview of related professional and competence areas such as interaction design, law in communication, project management and accessibility.
- Skills in planning and performing, as well as identifying resources for performing, specialist tasks in digital communication and marketing in public sector activities in social media, on websites and other digital channels.
- Skills in solving complex problems in digital communication and marketing in public sector activities through ongoing tactical and strategic work in a public sector organisation.
- Skills in communicating undertakings and solutions in digital communication and marketing in public sector activities in both Swedish and another language.
- Competence to independently handle theoretical and practical digital communication and marketing in public sector activities in such a way as to lead to learning and professional development in a public sector organisation.
- Competence to monitor digital communication and marketing in public sector activities and complete assigned projects in a public sector organisation.

4. Range of occupations accessible to the holder of the certificate ³

Digital Communicator, Communicator / Informant in digital media, Social Media Editor, Marketing Communicator, Social Media Communicator and Web Editor

¹ In the original language. | ² If applicable. This translation has no legal status. | ³ If applicable.

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

1. Official basis of the certificate

Name and address of the awarding institution	Authority providing accreditation / recognition of the certificate
	The Swedish National Agency for Higher Vocational Education Box 145 721 05 Västerås, Sweden www.myh.se
Level of the certificate (national or European) ¹	Grading scale / Pass requirements
Level 5 in the National Qualifications Framework (SeQF) Level 5 in the European Qualifications Framework (EQF)	Fail (icke godkänt – IG) Pass (Godkänt – G) Pass with distinction (Väl godkänt – VG)
Access to next level of education / training ¹	International agreements on recognition of qualifications ¹
	The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses.

Legal basis

A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

2. Officially recognised ways of acquiring the certificate

Description of vocational education and training	Percentage of total programme (%)	Duration (/weeks)
College/education centre	%	weeks
Placement – learning in a work environment	%	weeks
Total duration of the education / training leading to the certificate		weeks

3. Additional information

Entry requirements ¹

Entry requirement is successful completion of upper secondary education.

More information (including a description of the national qualifications system)

For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se

National Europass Centre

www.myh.se

¹ If applicable.