



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

**Yrkehögskoleexamen**

**Digital kommunikatör med inriktning mot offentlig verksamhet**

## 2. TRANSLATION OF CERTIFICATE TITLE

**Higher Vocational Education Diploma**

**Digital Communicator specialising in the Public Sector**

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of digital communication in other media.
- Knowledge of online communication via websites.
- Knowledge of how to successfully communicate through social media.
- Knowledge of using digital media for crisis communication.
- Knowledge of marketing and spreading information using digital channels.
- Knowledge of digital strategy and tactics.
- Skills to adapt communication for digital channels. Skills to keep a website updated.
- Skills to develop a website.
- Skills to curate social media.
- Skills to use digital media for communication in the event of a crisis.
- Skills in strategies and tactics for digital channels.
- Skills to work with marketing and sharing information using digital channels.
- Competence to communicate using digital channels without difficulty.
- Competence to participate in creating and updating digital strategies.
- Competence to oversee websites and social media.
- Competence to manage digital channels in a crisis.
- Competence to market and spread information using digital channels.
- Competence to implement a digital approach to the organisation's communication work.
- Competence to provide advice on digital communication to various parts of the organisation.

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

Digital Communicator, Communicator, Public Relations Officer, Marketing Officer, Social Media Communicator and Web 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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