

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Operational Digital Communicator

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Operational Digital Communicator

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of the concept of Content Marketing and its role in a company's communication strategy.
- Knowledge of basic communication theory and strategic communication, target group analysis and segmentation.
- Knowledge of the digital behaviour of the target groups and evaluating activities and strategies that can strengthen a brand.
- Knowledge of distribution channels, activities and collaboration and assessing which ones are appropriate to reach defined audiences.
- Knowledge of methods, analysis and measurement of digital communication efforts.
- Knowledge of responsibility issues for a company/organisation, for example, and for marketing efforts in digital communication.
- Skills in creating strategies for a brand and creating content tailored to different audiences.
- Skills in planning communication.
- Skills in strengthening a brand in digital communication.
- Skills in creating digital campaigns and websites based on the target group's behaviour.
- Skills in analysing and measuring dissemination in digital and social media and visualising the results in reports.
- Skills in providing practical guidance in the regulatory framework and requirements applying to the professional role of digital communicator.
- Competence to be responsible for Content Marketing work in a company/organisation.
- Competence to be responsible for communication planning in a company/organisation.
- Competence to map the digital behaviour of the target groups and know which digital efforts and collaborations can strengthen a brand.
- Competence to be responsible for digital production in a company/organisation.
- Competence to analyse and measure traffic in a company/organisation's digital channels and to visualise analyses and reports.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Digital Communicator, Digital Marketer, Digital Marketing Assistant and Communicator social media

5. OFFICIAL STATUS OF THE CERTIFICATE

Name and address of the awarding institution	Name and address of the public authority issuing awarding entitlement to education providers
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden www.myh.se
Diploma level (national or international designation)	Grading scale
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		weeks
Further information		
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: www.myh.se		

(*) Explanatory note

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information available at: <http://europass.cedefop.europa.eu>

© European Communities 2002