

JOB PROFILE



Digital Media Specialist

WOMEN4IT

Digital Media Specialist

Job profile

Digital media specialists are responsible for creating and managing digital-related projects for their organisation. They use e-mail, Internet and social media in order to promote and market goods, brands and messages.

LEVEL OF AUTONOMY

Digital media specialists can be self-employed, can work as part of a team in a large enterprise or be solely responsible for digital media within a small to medium enterprise.

USE OF ICT

Most of the time, digital media specialists work on a personal computer, using content management and social media applications, and multimedia software to manipulate digital images, video and sound.

MISSION

Digital media specialists creatively handle various online marketing tools, use new media and digital tools to promote an organisation and increase its client engagement.

TYPICAL WORK ACTIVITIES

- Organise digital resources for media campaigns.
- Generate digital media that increases brand loyalty such as creating online ads, seasonal content, newsletters and press releases.
- Maintain web-related media and resources such as websites, blogs, and podcasts.
- Liaise with another team to ensure brand consistency.
- Monitor and analyse campaign results using key performance indicators.
- Present ideas and progress reports to others

BEHAVIOURAL COMPETENCES

- Collaborate with other professionals, teamwork
- Exchange information verbally
- Communicate ideas and messages in written and graphical format
- Think strategically
- Adapt to changes in marketing strategies

ATTITUDES

- Creative
- Imaginative
- Passionate
- Adaptable
- Open-minded
- Goal-oriented

COMPETENCES

	FUNCTIONAL COMPETENCES	Mapping to DigComp 2.1 – competence and level	Mapping to e-CF – competence and level
1	Apply customer engagement strategies	3.2 Integrating and re-elaborating digital content L8 5.2 Identifying needs and technological responses L8 2.1 Interacting through digital technologies L8 2.2 Sharing through digital technologies L8 5.3 Creatively using digital technologies L8	D.12 Digital Marketing e-2

2	Perform market research.	1.1 Browsing, searching and filtering data, information and digital content L8 1.2 Evaluating data, information and digital content L8	
3	Perform image editing.	3.2 Integrating and re-laborating digital content L8 5.3 Creatively using digital technologies L8	
4	Perform video editing.	3.2 Integrating and re-laborating digital content L8 5.3 Creatively using digital technologies L8	
5	Perform copywriting	3.2 Integrating and re-laborating digital content L8 5.3 Creatively using digital technologies L8 3.1 Developing digital content L8	
6	Use content management software to compile and integrate media and text content into online systems, such as websites, platforms, applications and social media, for publishing and distribution.	3.2 Integrating and re-laborating digital content L8 5.2 Identifying needs and technological responses L8 5.3 Creatively using digital technologies L8 2.1 Interacting through digital technologies L8 2.2 Sharing through digital technologies L8	
7	Know and comply with copyright regulations and publication formats.	3.3 Copyright and licences L8	
8	Perform online data analysis.	1.1 Browsing, searching and filtering data, information and digital content L8	D.12 Digital Marketing e-3

		1.2 Evaluating data, information and digital content L8	
9	Understand data protection and privacy issues.	4.2 Protecting personal data and privacy L8	D.12 Digital Marketing e-2
9	Use a variety of communication tools such as email, messaging, online meetings to communicate with colleagues, managers, clients and stakeholders.	2.1 Interacting through digital technologies L7 2.2 Sharing through digital technologies L7 2.4 Collaborating through digital technologies L7	

The project Nr.2017-1-094 "YOUNG-ICT WOMEN: Innovative Solutions to increase the numbers of EU vulnerable girls and young women into the digital agenda" benefits from a 2.714.304 € grant from Iceland, Liechtenstein and Norway through the EEA and Norway Grants Fund for Youth Employment. The aim of the project is to increase the numbers of EU vulnerable girls and young women into the digital agenda.

Project implemented by:

