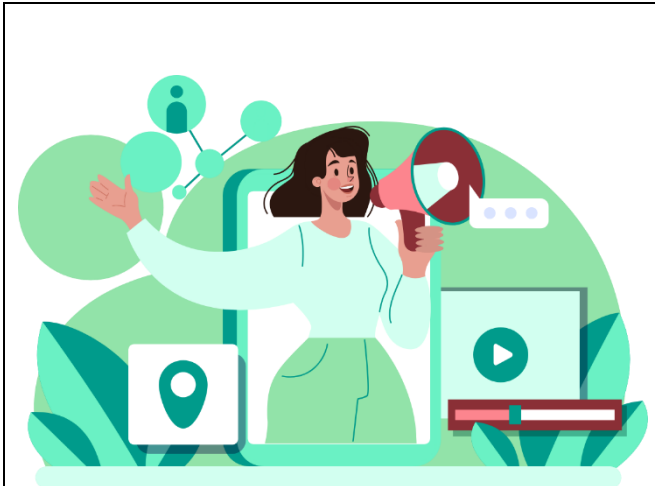


Learner Handout

Digital Marketing Specialist



Job Profile:	Digital Marketing Specialist
Role Description:	<p>Responsible for the elaboration and management of a company's digital marketing strategy with the goal of improving brand recognition and brand awareness.</p> <p>A Digital Marketing Specialist oversees the execution of digital marketing and communication strategies involving the use of social media, email marketing, marketing automation, search engine optimisation, online events and online advertisement through data driven methodologies and by measuring and monitoring digital marketing Key Performance Indicators.</p> <p>They manage and interpret competitors and consumers' data and conduct research on market conditions.</p> <p>[ESCO description for Digital Marketing Manager]</p>
Competences Addressed:	Digital communication, Business acumen, Data handling, Agility
Key Skills:	Strategic content planning (design an online communication plan, plan digital marketing and social media marketing campaigns) / Research and data analysis (market research, business analysis, online competitive analysis, costumers' need analysis) / Brand development and positioning / Content creation / Visual design / Email marketing /



	Search Engine Optimization (SEO) and Search Engine Marketing (SEM) / Visual design/ Critical Thinking / Creativity.
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Personal Action Plan:

Individual's Name: _____

G: Goal - The Goal is the endpoint, where you want to be. The goal has to be defined in such a way that it is clear to you when you have achieved it.

R: Reality - This is how far you are from the goal. If you were to look at all the steps you need to take in order to achieve the goal, the Reality would be the number of those steps you have completed so far.

Where do I want to be? – Long Term Goal

Where am I now? – Reality

***Education/Training History:**

***Career History:**

O: Obstacles - There will be Obstacles stopping you from getting where you are now to where you want to go. If there were no Obstacles, you would already have reached your goal.

Options, once the Obstacles have been identified, the ways of dealing with them are the Options.

***What is stopping me from getting where I want to be? – Obstacles**

What could I do? – Options

W: Way Forward - The Options then need to be converted into action steps which will take you to your goal. These are the Way Forward.

Next Steps:

How can I get there? – Way Forward Action Points

Additional Learning Resources

Digital Marketing Manager: ESCO Definition / Skills / Competences / Knowledge	https://esco.ec.europa.eu/en/classification/occupation_main
Digital Marketing Specialist – Top duties and qualifications	https://www.indeed.com/hire/job-description/digital-marketing-specialist
15 Top Skills for a Digital Marketing Expert	https://www.indeed.com/career-advice/career-development/digital-marketing-skills