BEM Micro-credential

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| **BEM content (for all partners)** | Title/name of the credential | Guest house Services SMM - Guest house Services Marketing Manager on SocialPlatforms (Intermediate Professional Level) |
| Function of the micro- credentials / purpose | Specialization |
| Possible target groups | People active on social platforms who are interested in marketing activities related to hotel services on social platforms, namely: managing business pages, advertising, promotion, attracting new customers and providing feedback to subscribers, creatinginteresting content |
| Branch/sector of application | Provision of guest house services |
| Fields of application / work environment | Guest houses |
| Typical work/professional tasks | * management of the guest house brand page on social networks (Facebook, Instagram, Youtube, Twitter, Tik-Tok, Pinterest, Вконтакте, etc.), creation of interesting content
* attraction of new subscribers, maintenance of existing subscribers. most often this is done by creating interactive content, for example by running games, quizzes, polls, tests, challenges
* achieving results for the business, for example, selling a service directly from the page, increasing the visibility and number of visits to the page, expanding the

audience of the page, increasing activity |

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|  |  | * communication with subscribers of the page. Guest house Services SMM manager responds to comments, emails, feedback on postings on the guest house page, conducts a conversation with the audience, tags page followers to increase the visibility of posts, encourages engagement, responds to questions, problems and complaints
* creation of targeted advertising, which will ensure maximum effectiveness in the target segment of customers
* Working with messengers, sharing links to the guest house page on social media
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| Learning outcomes (personal and job related) | Knowledge | Skills | competences |
|  | * base computer
* computer information processing
* photo and video editing
* rules for using e-mail
* search and storage of information on the Internet
* marketing activities
* service etiquette
 | ***Language skills**** Native
* Two foreign languages to communicate, as well as to use professional literature

***Computer skills**** + Internet Explorer
	+ MS Word,
	+ MS Excell,
	+ photo and video editing programs

***Job skills**** management of pages in social networks
* Promotion of hotel services
 | * mastering the principles of working with social networks; this includes understanding basic advertising algorithms and schemes
* Ability to work with all recognized social platforms
* planning and creating attention- grabbing quality content
* ability to create literate and easy-to-

understand texts |

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|  |  |  | ***Personal skills**** Desire and readiness for continuous improvement of abilities and skills
* literate speech
* creative approach
* work discipline
* attention
* ability to communicate respectfully, politely with the audience
* tolerance, patience
* Operability
* ability to work in a team
* flexibility
 | * ability to apply visual and graphic effects
* creating and editing audio and video content
* Knowledge of SEO (Search Engine Optimization).
* Ability to efficiently distribute tags and links
* Analytical capabilities to determine content popularity
* control of changes in audience behavior
* creation of targeted advertising aimed at the target segment
* Knowledge of graphic editing programs for photo

and video content |
| Validation | criteria | procedures |
| 1. compliance
2. flexibility and target focus
3. reliability
 | 1. Formation of Examination Committee (EC)
2. Applicant makes a Performance of
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|  |  |  | a Test Project based on given topic1. Resolution of EC
2. Awarding a certificate or digital badge
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| Recognised/accepted (documented by MoU) | Name of companies Mickinyan LTD |
| Provider(s) | From private and state sectors |
| **Additional information (if needed)** | Entry level / prerequisites | It is necessary that the individual has basic knowledge and skills of marketing, computer skills.Duration: 72 hours |
| Possible duration (recommendation) |
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| **Specific content (national)****(if needed)** | Position in the chain of educational programmes | IV-V level of NQF. |
| Reference to NQF |
| Credits |