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 Social  Platforms (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, creating  interesting 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 | | |
| 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 topic   1. Resolution of EC 2. Awarding a certificate or digital badge |
| 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 |