

BEM Micro-credential



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	<ul style="list-style-type: none"> 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

		<ul style="list-style-type: none"> • 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
		<ul style="list-style-type: none"> • 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 	<p><i>Language skills</i></p> <ul style="list-style-type: none"> • Native • Two foreign languages to communicate, as well as to use professional literature <p><i>Computer skills</i></p> <ul style="list-style-type: none"> • Internet Explorer • MS Word, • MS Excell, • photo and video editing programs <p><i>Job skills</i></p> <ul style="list-style-type: none"> • management of pages in social networks • Promotion of hotel services 	<ul style="list-style-type: none"> • 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

			<p>Personal skills</p> <ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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

			a Test Project based on given topic 3. Resolution of EC 4. 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)		
Specific content (national) (if needed)	Position in the chain of educational programmes	IV-V level of NQF.	
	Reference to NQF		
	Credits		