

1. TITLE OF THE CERTIFICATE (DE) ⁽¹⁾

Lehrabschlussprüfungszeugnis Medienfachkraft – Digitalmarketing

⁽¹⁾ in original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN) ⁽²⁾

Certificate of Apprenticeship “Media Expert specialising in Digital Marketing” (f/m)

⁽²⁾ This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES
Specialist areas of competence:

- a. The media expert specialising in digital marketing participates in the design and management of digital marketing projects. Together with his/her customers, the media expert defines the goals, content and target groups of digital marketing measures, develops concepts in consultation with his/her superiors, and creates calculations and schedules. In doing so, he/she observes existing guidelines (corporate identity CI, corporate design manual CDM).
- b. He/she manages the website content, prepares texts and images with usability, user experience and accessibility in mind, and implements search engine optimisation (SEO) measures, for example using SEO plug-ins or keyword marketing. The media expert also designs email marketing campaigns. To this end, he/she determines the layout and content and sends out newsletters using content management systems (CMS) or emailing tools. He/she plans and manages his/her customers' social media presence, places advertisements and continuously develops the social media strategy.
- c. Using analysis and monitoring tools, he/she continuously measures and documents the success of digital marketing measures. The media expert collects mentions and develops optimisation options based on reports.

Interdisciplinary areas of competence:

- Working in an operational and professional environment
- Quality oriented, safe and sustainable work
- Digital work

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE ⁽³⁾
Range of occupations:

Employment in advertising and multimedia agencies, advertising, marketing and PR departments of large companies and institutions, but also in self-employment in one's own agency

⁽³⁾ if applicable

(*) Explanatory note

This document has been developed with a view to providing additional information on individual certificates; it has no legal effect in its own right. These explanatory notes refer to the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass).

More information on Europass is available at: <http://europass.cedefop.europa.eu> or www.europass.at

5. OFFICIAL BASIS OF THE CERTIFICATE	
Name and status of the body awarding the certificate Lehrlingsstelle der Wirtschaftskammer (Apprenticeship Office of the Economic Chamber; for the address, see certificate)	Name and status of the national/regional authority providing accreditation/recognition of the certificate Bundesministerium für Wirtschaft, Energie und Tourismus (Federal Ministry for Economy, Energy and Tourism)
Level of the certificate (national or international) NQF/EQF 4 ISCED 35	Grading scale / Pass requirements Overall performance: Pass with Distinction Good Pass Pass Fail
Access to next level of education/training Access to the <i>Berufsreifeprüfung</i> (i.e. certificate providing university access for skilled workers) or a vocational college for people under employment. Access to relevant courses at a university of applied science (<i>Fachhochschule</i> : university level study programme of at least three years' duration with vocational-technical orientation); additional examinations must be taken if the educational objective of the respective course requires it.	International agreements Between Germany, Hungary, South Tyrol and Austria, international agreements on the mutual automatic recognition of apprenticeship-leave examinations and other vocational qualifications have been concluded. Information on equivalent apprenticeship occupations can be obtained from the Federal Ministry for Economy, Energy and Tourism.
Legal basis 1. Training Regulation for Media Expert BGBl. II (Federal Law Gazette) No. 142/2025 (company-based training) 2. Curriculum framework (education at the vocational school for apprentices) 3. The present apprenticeship trade replaces the apprenticeship trade Media Expert Specialising in Online Marketing (Training and Examination Regulation BGBl. II (Federal Law Gazette) No. 156/2015 as amended by BGBl. II (Federal Law Gazette) No. 116/2023), which expired as of 30 of June 2025.	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE
1. Training in the framework of the given Training Regulation for Media Expert and of the curriculum of the vocational school for apprentices. Admission to the final apprenticeship examination upon completion of the apprenticeship period specified for the apprenticeship trade concerned. The final apprenticeship examination aims to establish whether the apprentice has acquired the skills and competences required for the respective apprenticeship trade and is able to carry out the activities particular to the learned trade herself/himself in an appropriate manner. 2. Admission to the final apprenticeship examination in accordance with Article 23 (5) of the <i>Berufsausbildungsgesetz</i> (Vocational Training Act). An applicant for an examination is entitled to sit the final apprenticeship examination without completing a formal apprenticeship training if she/he has reached 18 years of age and is able to prove acquisition of the required skills and competences by means of a relevant practical or an on-the-job training activity of appropriate length, by attending relevant courses etc.
Additional information: Entry requirements: successful completion of 9 years of compulsory schooling Duration of training: 3 years Enterprise-based training: Enterprise-based training comprises $\frac{4}{5}$ of the entire duration of the training and focuses on the provision of job-specific skills and competences according to Article 3 of the Training Regulation, BGBl. II (Federal Law Gazette) No. 142/2025, enabling the apprentice to exercise qualified activities as defined by the profile of skills and competences specified above (cf. job profile). Education at vocational school: School-based education comprises $\frac{1}{5}$ of the entire duration of the training. The vocational school for apprentices has the tasks of imparting to apprentices the basic theoretical knowledge, of supplementing their enterprise-based training and of widening their general education in the framework of subject-oriented part-time instruction. More information (including a description of the national qualification system) is available at: www.zeugnisinfo.at and www.edusystem.at National Europass Centre: europass@oead.at Ebendorferstraße 7, A-1010 Vienna; Tel. + 43 1 53408-684