



Standard Draft Preview

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Standard in development L4: Digital community manager Version 1.1

Title of occupation

Digital community manager

UOS reference number

ST0345

Core and options

No

Level of occupation

Level 4

Occupational maps data

Route: Digital

Pathway: Digital Business Services

Cluster: Digital solutions advanced technician

Typical duration of apprenticeship

24 months

Resubmission

No

Would your proposed apprenticeship standard replace an existing framework?

No

Does professional recognition exist for the occupation?

No

Regulated occupation

Is this a statutory regulated occupation?

No

Occupational summary

This occupation is found in industries and organisations that interact and communicate with their customers and end user online. It is a key role for employers, from small to medium sized enterprises to large organisations.

The broad purpose of the occupation is to facilitate and instigate direct communication online between the end user or customer and the organisation. The customers who are communicating with the organisation are referred to as 'the community'. Digital Community Managers are the 'public face' online for an organisation, helping to increase brand awareness of products, services and or organisations by implementing communication strategy to achieve organisational objectives. Achieved through the management of online media channels and responding to questions from the community.

Digital Community Managers cultivate a healthy online community to facilitate the delivery of information and useful ideas from the community to their organisation and are the 'eyes and ears' of the organisation online. Responding to customer feedback and dealing with online abusive behaviour.

In their daily work an employee in this occupation routinely works with multiple communities online. Activities include managing social media channels including creating content and moderating online forums. Information has to be delivered in the unique tone and voice of each community. The community can run from hundreds to many thousands of customers dependent on the size of the product, service, or organisation. As they talk to a considerable number of customers with each interaction they have a huge responsibility to accurately and appropriately represent the organisation, a mis-step or badly handled communication can have a detrimental impact on an organisations reputation or revenue.

Digital Community Managers work within an office environment, at home or a mix of both through hybrid working. They will work as part of a team developing and implementing an overall communication strategy. They work autonomously but will interact with other departments in an organisation including public relations, marketing, production and communications.

An employee in this occupation will be responsible for analysing and interpreting data from the community. Their evaluation of customers' behaviour and data is reported upwards in the organisation, feeding into future communication strategies and product or service direction. Digital Community Managers are responsible for reviewing their own work and understanding the impact of their communication in order to better inform future interactions. The nature of the work is autonomous as online communication is fast moving and needs to be timely without requiring supervision. Therefore they have a high degree of responsibility and need to exercise good judgement for their own work within the parameters defined by their organisation.

Digital Community Managers report to Senior Digital Community Managers, Communications Managers and Communication Directors.

Typical job titles



Are there any statutory / regulatory or other typical entry requirements?

No

Occupation duties

DUTY	KSBS
<p>Duty 1 Engage support and enable the community by responding to call to actions and contributing to conversation and debate.</p>	<p>K1 S1</p>
<p>Duty 2 Deliver the communication strategy adapting the tone and voice to suit the particular audience of the different online media channels and stay within the platform holder's policies and guidelines.</p>	<p>K3 K7 K10 K11 S2 S6 S7</p>
<p>Duty 3 Review and analyse forums and community sites to identify threats and opportunities, create reports and escalate data and or information.</p>	<p>K2 K4 K6 S3 S12</p>
<p>Duty 4 Take an active role in their communities, participating and leading forum discussions and engaging interest through creating or contributing to assets, offering support and answering questions.</p>	<p>K2 K4 S4 S5</p>
<p>Duty 5 Use custom or internal forum software and content management systems to manage and schedule posts. Delivery of assets as per a communication strategy, plan or schedule.</p>	<p>K5 S6</p>
<p>Duty 6 React and respond to a wide range of topics pertinent to an organisation's product, service or brand and the wider industry community.</p>	<p>K1 K2 K4 S5 S8 S9 S10 S11 B1</p>
<p>Duty 7 Review the effectiveness of their actions online in order to report and inform an organisation's or their own future behaviour.</p>	<p>K6 K12 S12 S15 B1</p>
<p>Duty 8 Manage inappropriate comments positively by escalation and enforcing conduct standards.</p>	<p>K7 K8 K9 K15 K17 S13 S14</p>
<p>Duty 9 Implement communication strategies to support business and communication objectives whilst delivering both positive and unwelcome information to the community.</p>	<p>K1 K13 K16 S8 S14</p>

Duty 10 Drive customer loyalty and a positive experience for the community.	K1 K2 K14 K18 S1 S2
Duty 11 Adhere to organisational policies and procedures.	K7 K8 K9 K13 K16 B2 B3 B4

KSBs

Knowledge

K1: The organisation's values, mission, and business objectives, to support communication and strategic goals.

K2: The organisation's products and services, their features, and how they meet customer needs.

K3: Communication strategies and their role within organisational objectives.

K4: Industry trends, emerging technologies, and wider topics that impact digital communities.

K5: Competitor analysis, including how benchmarking and insights can inform community strategies.

K6: Social media platforms, online forums, and content management systems, including their features and functions.

K7: Audience demographics, including how factors such as age, interests, and behaviours influence engagement.

K8: Community engagement strategies, including fostering discussions, encouraging participation, and maintaining brand voice.

K9: Communication and copywriting principles for clear, and persuasive messaging.

K10: Digital marketing principles and how they apply to community management, brand positioning, and audience engagement.

K11: Strategies for community growth, relationship building, and audience advocacy.

K12: Conflict resolution techniques and best practices for managing disputes and negative interactions.

K13: Principles of crisis management, including how to handle public relations challenges and reputational risks.

K14: Data analysis methods, including tracking engagement metrics and sentiment analysis to inform decision making.

K15: Cyber security principles, including how to recognise risks, safeguard data, and follow security best practices.

K16: Organisational policies and procedures related to data protection, compliance, and online conduct.

K17: Sustainability considerations, including environmental impact and ethical practices in digital operations.

K18: Internal collaboration processes and how community insights feed into organisational decision making.

Skills

S1: Apply the organisation's values, mission, products, and services to ensure aligned and informed communication with the community.

S2: Implement communication strategies that align with organisational objectives and audience needs.

S3: Monitor industry trends and competitor activity to identify opportunities and inform engagement strategies.

S4: Manage and moderate online discussions across social media platforms, forums, and content management systems.

S5: Create content using communication and copywriting techniques to engage audiences.

S6: Adapt communication style and content to suit different audience demographics, platforms, and engagement preferences.

S7: Apply community engagement techniques to foster discussions, encourage participation, and maintain a positive brand presence.

S8: Proactively engage with community members to build relationships, encourage advocacy, and foster brand loyalty.

S9: Manage conflicts using resolution techniques to handle disputes and maintain community standards.

S10: Respond to and manage crisis situations, minimising reputational risk and ensuring brand protection.

S11: Analyse engagement data and sentiment trends to assess effectiveness, identify insights and evaluate outcomes to inform community strategies.

S12: Comply with organisational policies, data protection regulations, equity & diversity and cybersecurity requirements when managing community interactions.

S13: Apply sustainability best practices to minimise environmental impact.

S14: Collaborate with internal teams for example marketing, PR, product development to align community insights with organisational strategies.

S15: Analyse and evaluate the information created by data analytics to review actions.

Behaviours

B1: Demonstrates professionalism, integrity, resilience and ethical decision-making.

B2: Commits to continuous professional development (CPD), seeking opportunities to improve skills and stay updated with industry trends.

B3: Supports an inclusive and respectful community culture, treating colleagues and members fairly and without bias.

B4: Takes an environmentally sustainable approach to working practices.

Qualifications

English and maths

English and maths qualifications must be completed in line with the apprenticeship funding rules.

Does the apprenticeship need to include any mandated qualifications in addition to the above-mentioned English and maths qualifications?

No

Consultation

The trailblazer group have consulted with the professional networks. IfATE have also conducted a public consultation on behalf of the group. All feedback has been actioned.

Progression routes

Supporting uploads

Mandatory qualification uploads

Mandated degree evidence uploads

Professional body confirmation uploads

Subject sector area

9.3 Media and communication