

Digital Community Manager

Level: 4

Duration: 27 months

Digital Community Managers build and maintain an organisation's online presence, fostering engagement and managing digital reputations.



Apprenticeship overview

Core skills, knowledge and behaviours you will learn

- Content strategy and digital storytelling
- Moderation and conflict resolution in online spaces
- How to analyse community engagement metrics
- How to run digital marketing campaigns
- Crisis management and brand safety

Where you might work

- Gaming companies
- Charities and non-profits
- E-commerce brands
- Public sector bodies

Typical job roles

- Community Manager
- Social Media Manager
- Online Engagement Officer

Good to know

You may need to monitor communities outside of standard office hours

Requires high emotional intelligence and creativity

You are the “voice” of the brand to its customers

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