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This Career Information Pamphlet aims to provide relevant and useful information in exploring career options and prospects in various industries considering the current landscape in the world of work.

The CIPs intend to guide job seekers, professionals, researchers, and policymakers on the nature of various jobs, educational requirements, skills and competencies, relevant attributes, employment opportunities, and the cost of training.

Actual requirements may vary based on the hiring institution's/ organization's discretion.



Republic of the Philippines
DEPARTMENT OF LABOR AND EMPLOYMENT
Bureau of Local Employment
Intramuros, Manila

Career
Information
Pamphlet
Series of 2022



Digital Content Specialist

Web Content Specialist



Republic of the Philippines
DEPARTMENT OF LABOR AND EMPLOYMENT
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Intramuros, Manila





QUALIFICATIONS

A Bachelor's degree in English, Journalism, Business, or Finance is highly recommended. An individual that aspires to be a Digital Content Specialist without the recommended degree may still opt to pursue the career by having extensive experience in market research and digital media campaigns.



COMPETENCIES

Knowledge, Skills and Attributes

Technical Skills

Adept with website and social media content management, administration, and marketing initiatives. Deploy best practices for social media implementation and content production. Ability to track analytics, ad reports, and insights for popular platforms. Develop a social media strategy to improve branding.

Soft skills

Detail-oriented, analytical skills, and communication skills.

COST OF EDUCATION AND TRAINING

Public/State University and College average per semester

By the virtue of Republic Act No. 1093, Free tuition fee is expected to all state universities and colleges.

Private University/College average per semester

Php 41,000



EMPLOYMENT PROSPECTS

A Web Content Specialist may have the decision to choose to progress as a User Interaction Designer, Marketing Specialist, or Editor based on the preference of an individual.

PROSPECTS FOR CAREER ADVANCEMENT

In pursuing this career path, an individual will start as a Web Content Assistant, Writer, or Editor of a website, blog, or social media account.

After 2 years of experience, one may have the chance to be promoted to Web Content Coordinator, its duty is to manage a section of the website.

3 years or more of experience and management of the entire website is expected.



AVERAGE MONTHLY SALARY

ENTRY LEVEL	Php 22,000
MID - LEVEL	Php 31,000
SENIOR LEVEL	Php 39,000