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## Overview

Digital content professionals apply skills in design, coding and multimedia editing, using a mix of technology tools and platforms to create and publish digital content, including layout, text and graphics to web pages and mobile apps.

This standard covers managing the planning, testing and maintenance of site content to meet business needs and be responsive to specific digital marketing campaign targets. This includes creating and implementing a digital content and search engine optimisation (SEO) strategy to maximise search engine ranking consistent with internal and external standards.

## Performance criteria

*You must be able to:*

1. Discuss and agree the strategic objectives for digital content and Search Engine Optimisation (SEO) with stakeholders to meet business requirements
2. Create the digital content strategy to meet the organisation's objectives
3. Design the processes and procedures to implement the organisational digital content strategy
4. Assess key audience segments and develop segment-specific digital content strategies with a focus on lead generation, engagement, and commercial revenue
5. Propose, develop, and manage the production of innovative digital content solutions to support business goals
6. Create and maintain standards and systems for digital content creation, distribution and repurposing to meet business needs
7. Review digital media contributions across all channels against branding and organisational standards for style and editorial content
8. Coordinate the sourcing, curation and scheduling of creative work and content development for online and social media channels in line with the organisation's standards
9. Plan and control budgets for development and maintenance of digital content in line with the organisation's standards
10. Monitor and review search engine operation methods and how this affects current keyword strategy

## Knowledge and understanding

*You need to know and understand:*

1. The importance of strategic direction in digital content management and search engine optimisation
2. The procedures to follow to prioritise digital content updates across business units and manage customer expectations
3. The key elements of a digital content and search engine optimisation strategy
4. The factors involved in defining and implementing strategies for web, mobile and social media digital content
5. How to specify digital metrics and how to use them to analyse and improve digital content initiatives and marketing
6. The issues involved in the implementation and management of digital marketing programmes
7. How the effectiveness of a digital content marketing campaign can be measured
8. The key concepts related to digital content management including e-business models, e-consumer behaviour, online marketing communications, website design and social media
9. The need to develop tactical decisions concerning product, pricing, distribution and promotion decisions in digital marketing
10. The digital and social media marketing levers for use in campaigns
11. The factors involved in evaluating the success of digital and social media marketing campaigns
12. The organisation's standards related to digital content development and search engine optimisation

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Create and lead the digital content and search engine optimisation strategy



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**Originating Organisation** The Tech Partnership

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**Relevant Occupations** Information and Communication Technology; Information and Communication Technology Officer; Information and Communication Technology Professionals

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**Suite** IT and Telecoms

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