

**1. TITLE OF THE CERTIFICATE (DE)<sup>(1)</sup>**

**Lehrabschlussprüfungszeugnis Medienfachmann/Medienfachfrau –  
Schwerpunkt Agenturdienstleistungen**

<sup>(1)</sup> in original language

**2. TRANSLATED TITLE OF THE CERTIFICATE (EN)<sup>(2)</sup>**

**Certificate of Apprenticeship 'Media Expert  
Specialising in Agency Services' (f/m)**

<sup>(2)</sup> This translation has no legal status.

**3. PROFILE OF SKILLS AND COMPETENCES****1. Competence area: 'Agency services'**

The media expert cooperates in the development of communication services in the fields of advertising, sales promotion, PR, sponsoring, or event and direct marketing. Media experts cooperate in the creation of editorial content, create media plans for campaigns, and participate in the awarding of contracts to media and production partners. This includes research, the creation of texts, the placement of advertisements, the arrangement of media cooperations, etc. In addition, media experts observe and evaluate contributions in the media according to the respective customer order. Media experts cooperate with customers and partners from the media industry, such as journalists or advertising sales, in a target group-oriented manner.

**2. Competence area: 'Intrapreneurship'**

The media expert is open to innovations in this professional field. Through ongoing observations, he/she informs himself/herself about the latest developments in the media industry and among competitors. He/she attends events with the purpose of learning more about his/her field and forming networks in the community. The media expert is actively involved in the development of the company.

**3. Competence area: 'Customer advice and support'**

The task of the media expert is to advise and support customers. Here he/she uses a rich repertoire of communication strategies and social skills. He/she deals with any possible conflicts, complaints, etc. independently. The media expert also carries out the business management tasks associated with the respective order independently, in particular cost accounting, the preparation of offers, invoicing and success monitoring. For this work, media experts use the corresponding software (e.g. a cost accounting program).

**4. Competence area: 'Project management'**

The media expert carries out tasks in the field of project management. He/she draws up a project plan independently and checks its fulfilment on an ongoing basis. If events occur that disrupt the project, he/she consults with those involved in the project in order to be able to initiate corrective measures. After project completion, media experts reflect on the project results and document their experiences for the future. This requires knowledge of project management (project management models and stages, standards, etc.). The media expert uses project management tools consistently and precisely. His/her strengths include a sense of responsibility, organisational ability, ability to work in a team and structured methods. The reflection on the project in the company requires analytical and communicative skills.

**5. Competence area: 'Concept development'**

The media expert independently develops a concept for the implementation of the individual media projects. For this work, he/she analyses the customer requirements and, on this basis, defines the concrete goals and the necessary steps for the implementation of the project. He/she involves colleagues and any possible subcontractors in the concept development.

**6. Competence area: 'Quality-oriented work'**

The media expert carries out his/her work in accordance with the sector-specific and company's quality principles. He/she coordinates the implementation options with customer requirements, checks and evaluates the work results and processes, especially with regard to compliance with specifications (such as customer wishes, project budgets, time specifications, data protection guidelines, etc.), technical or graphic standards (system requirements for hardware and software, security regulations, etc.) and participates in feedback processes with the aim of maintaining or increasing customer satisfaction.

#### 4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE <sup>(3)</sup>

##### Range of occupations:

Employment including in advertising and multimedia agencies, advertising, marketing and PR departments of large enterprises and institutions and independently in his/her own agency

<sup>(3)</sup> 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 Council Resolution no. 2241/2004/EC of the European Parliament and the Council of 15 December 2004 on a single Community framework for the transparency of qualifications and competences (Europass).

Any section of these notes which the issuing authorities consider irrelevant may remain blank.

More information on transparency is available at: <http://europass.cedefop.europa.eu> or [www.europass.at](http://www.europass.at)

#### 5. OFFICIAL BASIS OF THE CERTIFICATE

<b>Name and status of the body awarding the certificate</b> Lehrlingsstelle der Wirtschaftskammer  (Apprenticeship Office of the Economic Chamber; for the address, see certificate)	<b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b>  Bundesministerium für Digitalisierung und Wirtschaftsstandort (Federal Ministry for Digital and Economic Affairs)
<b>Level of the certificate (national or international)</b>  NQF/EQF 4 ISCED 35	<b>Grading scale / Pass requirements</b>  Overall performance: Pass with Distinction Good Pass Pass Fail
<b>Access to next level of education/training</b> 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 <i>Fachhochschule</i> (i.e. 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.	<b>International agreements</b> 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. More information on this topic may be obtained at the Austrian Federal Ministry for Digital and Economic Affairs.
<b>Legal basis</b> 1. Training Regulation and Examination Regulation for Media Expert BGBl. II (Federal Law Gazette) No. 156/2018 (company-based training) 2. Curriculum framework (education at the vocational school for apprentices) 3. The present apprenticeship trade replaces the apprenticeships in media trade services (Media Expert Training and Examination Regulation BGBl. II [Federal Law Gazette] No. 150/2006), which expired as of 31.05.2018.	

#### 6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

1. Training within 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 *Berufsausbildungsgesetz* (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. 156/2018, enabling the apprentice to exercise qualified activities as defined by the profile of skills and competences specified above.

**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 within the framework of subject-oriented part-time instruction.

**More information** (including a description of the national qualification system) is available at:  
[www.zeugnisinfo.at](http://www.zeugnisinfo.at) and [www.edusystem.at](http://www.edusystem.at)

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