



Digital Skills for Public Officers Training Programme: Digital Communications Course



INTRODUCTION

A report by the **Pathways for Prosperity Commission on digital readiness** stresses that harnessing the digital age requires digital skills to develop at national and continental level. Each society will need to have a sufficiently large group with advanced digital knowledge and engineering skills. These skills are also required at the **government level** in order to be able to make decisions, support and take advantage of emerging opportunities.

The Digital Communications Course aims to empower **government staff** working in **public information departments** with the knowledge and skills needed to effectively communicate and collaborate in the digital age. By embracing digital skills for communication, the **Department of Information** can effectively engage with citizens, promote transparency, and contribute to the development of Malawi. The Programme consists of a **one-week workshop** followed by a **one-month online course** to provide comprehensive training and support for participants.



WHO IS THIS COURSE FOR?

- Communications officers
- Public relations officers
- Information officers
- Social media Managers

WHAT WILL THEY LEARN?

- Introduction to Digital communications.
- Social Media Management
- Content Creation and Copywriting
- Website Management
- Analytics and Reporting
- Email Marketing and Newsletter Creation
- Search Engine Optimization (SEO)
- Online Reputation Management
- Crisis Communication in the Digital Age

LEARNING MODE

- 5-day workshop. (Venue & food included)
- Online learning on - digitalskillsforafrica.com



WORKSHOP DETAILS

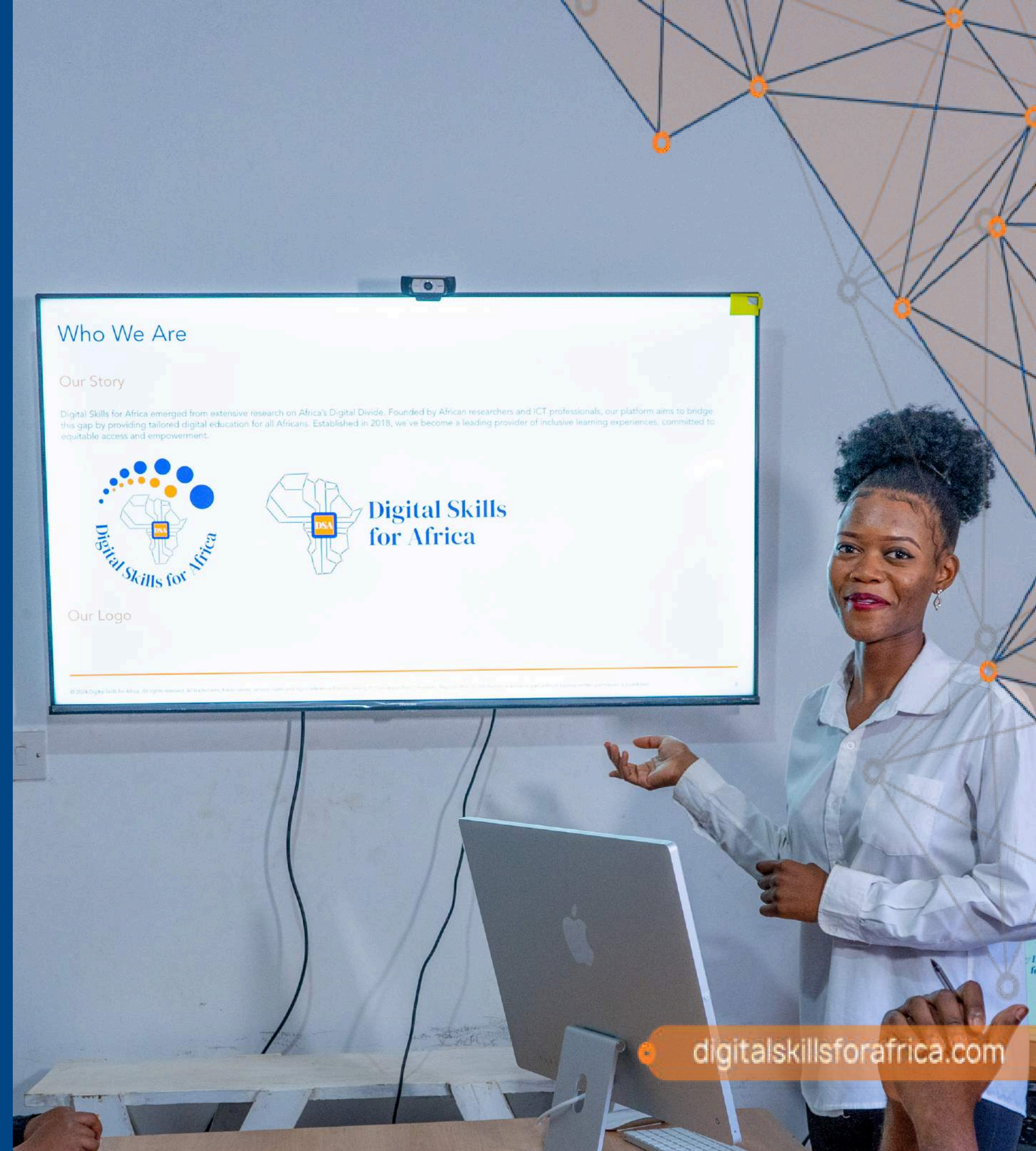
Duration : 1 week

Location :

Kwathu Kowork Hub (Ntha Foundation), Lilongwe, Malawi – kwathu.org

Methodology :

- Interactive sessions
- group activities
- case studies
- practical exercises.



ONLINE COURSE DETAILS

Duration : 1 month

Platform : Online learning portal – digitalskillsforafrica.com

Methodology:

- Self-paced modules
- Video tutorials
- Quizzes
- Assignments
- Discussion forums.



COURSE OUTCOMES

- Enhanced digital communications skills for government staff.
- Improved online presence and engagement with the public.
- Increased efficiency in disseminating information and promoting government initiatives.
- Better understanding of digital trends and best practices.

REQUIREMENTS

- Basic computer literacy
- Access to a computer with internet connection



COURSE DETAILS

Investment: \$300 per person

Duration: 5 Weeks

COURSE ASSESMENT

The assessment is based on a formal computer-based examination that will measure each individual's knowledge and digital marketing proficiency following completion of the course. All Students will get certification after completing projects and passing the computer-based examination





For more info, visit:
www.digitalskillsforafrica.com