EQF CODE

European Competence Profiles in e-Content Professions

http://www.ubique.org/eqfcode

European Competence Profiles in e-Content Professions









Table of contents

1. Introduction	7
2. European Competence Profiles for 5 Core e-Content Profession	ns 8
2.1 Web designer	8
2.1.1 Job description	8
2.1.2 Profile	9
2.2 Web content / Multimedia developer	18
2.2.1 Job description	18
2.2.2 Profile	18
2.3 Digital animator / 2D-3D specialist	27
2.3.1 Job description	27
2.3.2 Profile	27
2.4 Webmaster	35
2.4.1 Job description	35
2.4.2 Profile	35
2.5 Web content manager	49
2.5.1 Job description	49
2.5.2 Profile	49

1. Introduction

The present Compendium of European Competence Profiles in e-Content Professions is based on the results of extensive research conducted in the framework of the Leonardo project EQF Code. The project was motivated by the growing skills shortage in the Multimedia sector in several European countries, which especially affects the field of e-Content development. This skills shortage could be overcome by employing practitioners from other European member states. However, this is hampered by the lack of transparency and comparability of qualifications for these professions at European level, due to the great diversity of vocational training systems across Europe.

Hence one of the main objectives of the EQF Code initiative was to bring more transparency and comparability into e-Content development qualifications at European level. In order to achieve this goal, the consortium had to work with the IT-specific e-Competence Framework (eCF) and the European Qualification Framework (EQF).

After extensive consultations with the industry and with Vocational Education and Training (VET) institutions, the project has developed a set of European Competence Profiles for 5 Core e-Content Professions: Web designer, Web content / multimedia developer, Digital animator / 2D-3D specialist, Webmaster and Web content manager.

The methodology which has been used to elaborate the European Competence Profiles is explained in detail in a separate document: Reference Material & Methodology with regard to eCF / EQF Mapping, which is available for download for free at http://www.ubique.org/eqfcode/results.htm.

2. European Competence Profiles for 5 Core e-Content Professions

The following table provides explanations for the abbreviations and other conventions used in the 5 profiles

LEGEND

New level descriptors for dimension 3 appear in red characters

Cells highlighted in green = level attributed by most countries Cells highlighted in grey = level attributed by some countries Blank cells = level not attributed by any of the countries

The codes CC, TC, BC, MC refer to the EQF Code Master list of competence which is included in Anex

CC: stands for content-related competence

TC: stands for technical competence BC: stands for behavioural competence MC: stands for management competence

2.1 Web designer

2.1.1 Job description

A web designer is the creator of the website from an overall design point of view. A core responsibility of the designer's job is to present information in a way that is both accessible and memorable. The web designer therefore needs mostly graphic design and creative competences. This does not include heavy programming and software development tasks (e.g. coding the various elements of a Content Management System (CMS) - the backbone of most state-of-the art websites) which are usually handled by a web programmer (a function that was not analysed specifically as it is very close to software programmer). In many cases, the web designer can be given the responsibility to manage the website and may act as webmaster (especially in SMEs).

2.1.2 Profile

Dimension 1: e-Competence area	A. PLAN						
Dimension 2: e-Competences: Title + generic description	the web designe the upper manage to report incoher	A.1. IS and Business Strategy Alignment The web designer is aware of long term business requirements and is able to make input to the upper management on the development of the Information System model. He is able to report incoherencies in the implementation of strategic ICT policy of the enterprise to the upper management.					
Dimension 3: e-Competence proficiency levels	Level 1	Is aware of long term requirements and can make input to the upper management on ICT policy decisions. Can report incoherencies to the upper management.	Level 3	Level 4	Level 5		
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ BC 10: Is co	mmitted to corpo	orate strategy, culture	and objectives			
Dimension 2: e-Competences: Title + generic description	designer acts system He maintains a development to	d defining the customatically in est project diary a create and main	irrent and target stated imating cost effective and exploits specialist tain standard and core plans, timescales, many cores.	ness and design de st knowledge in mplex documents	the specification of the project or		
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Acts systematically to document standard and simple elements of product or project.	Exploits specialist knowledge in specification development to create and maintain complex documents of the project or product.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ TC 10: Knows how to optimize a site according to the requirements of search engines ✓ MC 1: Conducts feasibility studies (technical specifications) ✓ MC 4: Writes requirements specifications, technical specifications and reports (clear, precise and detailed) ✓ BC 4: Is customer-orientated and able to imagine the user perspective and to adapt decisions 						
Dimension 2: e-Competences: Title + generic description	The web designed with business red software and techniques of the project multiple IT project						

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels		Contributes to ICT specifications on the basis of a large understanding of ICT technology to be deployed in multiple IT projects, applications or infrastructure improvements.			
Dimension 4: Knowledge and Skills according to CompTrain Framework		knowledge of usab			
Dimension 2: e-Competences: Title + generic description	ICT policy and used	ning and specificati erall planning of the user or customer n	on process of the contract of the contract of the module eeds. He estimates cal options for building	e or application in costs of developm	accordance with ent, installation
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels		Organises the overall planning of the design of the application.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	applications, ✓ TC 10: Know ✓ TC 11: Has to applications, ✓ MC 5: Devel ✓ MC 6: Analy ✓ MC 14: Has	software, websites as how to optimize a user skills for the su hardware	site according to the accessful handling of and validates their for the choices lity research	e requirements of multimedia-softwa	search engines are,
Dimension 2: e-Competences: Title + generic description	is able to integr therefore contri	er is aware of techrate them into specion butes added value l	nology improvements fication of the applica by making steps towa ness of the developed	ation or content mards improvements	odule. He s in efficiency,
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels		Is aware of technology improvements in his field of competence and is able to integrate them, if necessary, in his production in accordance with specifications.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ CC 5: Knows the basics of law in the field of activity (contract law, intellectual property rights) ✓ BC 8: Is familiar with the technical trends / general business culture of the branch / industry 				

Dimension 1: e-Competence area	B. BUILD					
Dimension 2: e-Competences: Title + generic description	The web designate integrate software considers the r	are modules and di equired specificatio	ifferent components	to develop, design into a larger prod ar units and the w met.	uct. He always	
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Systematically develops small components or modules.	Acts creatively to develop and integrate components into a larger product.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ TC 1: Creates graphic documents, layouts and web design ✓ TC 2: Has programming skills for the (further) development of multimedia-applications, software, websites etc. ✓ TC 3: Maintains / updates an application, a site, a software, a computer, a network ✓ TC 5: Documents a text, an application, the functions of a software, a website ✓ TC 6: Develops and manages databases ✓ TC 9: Knows how to make use of search engines on the internet ✓ TC 11: Has user skills for successful handling of multimedia-software, applications, hardware, etc. ✓ CC 1: Drafts texts, clearly & concisely, with due regard for orthography & grammar in the native language ✓ CC 2: Drafts texts, clearly & concisely, with due regard for orthography & grammar in the foreign language ✓ CC 8: Handles design methods in content development ✓ CC 13: Handles picture and graphics management software ✓ CC 18: Understands theoretical background and development of media ✓ BC 1: Has creativity and imagination 					
Dimension 2: e-Competences: Title + generic description	hardware specification integrity and in considers the statements the	ner identifies syste fications and installs teroperability he con pecification, capacit	s them into an exist mplies with establis ty and compatibility	atibility of differenting or proposed system and processes and of existing and new during the installation	tem. To ensure procedures and w modules. He	
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels	Acts systematically to identify compatibility of software and hardware specifications. Documents all activities during installation and records deviations and remedial activities.					
Dimension 4: Knowledge and Skills according to CompTrain Framework			various components	s of an application / recision	website	

Dimension 2: e-Competences: Title + generic description	B.3. Testing He has specialist knowledge to organise complex testing programmes for IT systems or customer usability requirements. These tests ensure that all internal, external, national and international standards are met and that the performance of the new or revised components or systems conforms to the expectation. By documenting and reporting the tests and results he provides an important input to all involved persons like designers, users or maintainers and to evidence certification requirements.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Organises test programmes and builds scripts to stress test likely vulnerabilities. Records and reports outcomes providing analysis of results.	Exploits specialist knowledge to supervise complex testing programmes. Ensures tests and results are documented to provide input to subsequent process owners such as designers, users or maintainers. Accountable for compliance with testing procedures including a documented audit trail.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ TC 4: Test	s / validates an applic	ation, a software and	submits reports		
Dimension 2: e-Competences: Title + generic description	B.4. Solution Deployment He is involved in the solution construction and the communication with the client. His field of activity includes the configuration (i.e. installation, upgrade, decommission) of hardware, software and the network to ensure the interoperability of system components. He follows predefined general standards of practice. He builds or deconstructs system elements in a complex environment. He identifies non performing components and establishes root cause of failure within the overall solution. The user gets a fully operational solution from him. He completes the documentation by recording all relevant information including equipment addresses, configuration and performance data. He supports his less experienced colleagues and gives advice on aligning work processes and procedures with software upgrades. But if required he also engages specialist resources (e.g. third party network providers).					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Acts systematically to build or deconstruct system elements in a complex environment. Identifies non performing components and establishes root cause of failure within the overall solution. Provides support to less experienced colleagues.	Accounts for own and others actions within solution provision activities including comprehensive communications with client. Exploits specialist knowledge to influence solution construction. Gives advice on aligning work processes and procedures with software upgrades.			

Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ TC 5: Documents a text, an application, the functions of a software ✓ TC 10: Knows how to optimize a site according to the requirements of search engines ✓ MC 15: Has good knowledge of the principles of marketing / online marketing 					
Dimension 2: e-Competences: Title + generic description	B.5. Technical Publications Development He takes input from technical authors to organise the production of different documents according to the requirement of the project or application. He prepares the presentation by selecting the appropriate style and media and by describing the different function and features. The web designer is also responsible for the document-management system and the update and validation of the existing documentation.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Organises the production of documents taking input from technical authors.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ TC 5: Docum	ents a text, an appli	cation, the function	ons of a software,	a website	

Dimension 1: e-Competence area	C. RUN						
Dimension 2: e-Competences: Title + generic description	After interpret the relevant in faster. He ensu user business I He works toget	C.1. User support After interpreting user problems by applying different questioning techniques he issues the relevant information to the user. He creates a solution database to resolve incidents faster. He ensures that agreed service levels are met, that the support is available within user business hours and that the service and system performance is improved continually. He works together with senior operatives to solve complex and unresolved incidents. He is also responsible for the budget management.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Acts systematically to interpret user problems. Applies questioning techniques to clarify and understand the underlying user issue. Relates user symptoms to known solutions using experience of interrogating a solution database. Escalates complex or unresolved incidents to a more senior operative. Records and tracks issue from outset to conclusion.	Manages others activities and is accountable for ensuring that agreed service levels are met. Plans resource allocation to ensure support is available within user business hours. Acts creatively, and seeks opportunities for continuous service improvement by analysing root causes. Manages costs to budget.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ TC 3: Maintains / updates an application, a site, a software, a computer, a network ✓ CC 3: Knows the communication rules on the Internet in the native language ✓ CC 4: Knows the communication rules on the Internet in a foreign language ✓ BC 4: Is customer-orientated and able to imagine the user perspective and to adapt decisions 						

Dimension 2: e-Competences: Title + generic description	C.2. Change support He implements and provides guidance for the evolution of an IT solution. He controls and schedules all modifications of software or hardware to prevent an unpredictable outcome because of multiple upgrades. He maintains coherence to the service level agreement by responding systematically to day by day operational needs, reacting to them and by avoiding service disruptions.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Acts systematically to respond to day by day operational needs and reacts to them, avoiding service disruptions and maintaining coherence to service level agreement.	Exploits skills to ensure integrity of the system by controlling the application of functional updates, software or hardware additions and maintenance activities. Scrupulously maintains records of system configuration and the schedule for proposed changes.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	applications	, software, websit	for the (further) dev tes, etc. application, a site, a			
Dimension 2: e-Competences: Title + generic description	C.3. Service Delivery The web designer acts systematically to analyse performance data and communicates these findings to his senior colleagues. He handles monitoring and management tools such as Scripts and Procedures. He updates the operational document library and logs all operational events. He ensures a stable and secure application and ICT infrastructure by escalating potential service level failures and recommending actions for service improvement.					
Dimension 3: e-Competence	Level 1	Level 2	Level 3	Level 4	Level 5	
proficiency levels		Acts systematically to analyse performance data and communicate findings to senior colleagues. Escalates potential service level failures and recommends actions to improve service performance.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ TC 3: Maintains / updates an application, a site, a software, a computer, a network ✓ BC 15: Is aware of the importance of details and precision (accurateness) 					

Dimension 2: e-Competences: Title + generic description	C.4. Problem Management He has specialist knowledge and understands the IT infrastructure and problem management process. He is able to identify failures and the root cause of incidents within the Information System rapidly, to resolve (i.e. repair, replace or reconfigure) them with minimum outage and to prevent a recurrence of them by documenting these problems for future analysis.				
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels			Exploits specialist knowledge and in depth understanding of the IT infrastructure and problem management process to identify failures and resolve with minimum outage. Makes sound decisions in emotionally charged environments on appropriate action required to minimise business impact. Rapidly identifies failing component, selects alternatives such as repair, replace or reconfigure.		
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ TC 3: Maintains / updates an application, a site, a software, a computer, a network ✓ BC 2: Is able to analyse and solve problems ✓ BC 15: Is aware of the importance of details and precision (accurateness) 				

Dimension 1: e-Competence area	D. ENABLE						
Dimension 2: e-Competences: Title + generic description	D.5. Sales Proposal Development The web designer organises the collaboration between the relevant internal departments (e.g. technical, sales and legal) to meet customer solution requirements. That means that he is responsible for the organisations capacity to deliver and the development of technical proposals. He tries to find an 'off the shelf' solution for different customer requirements.						
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Organises collaboration between relevant internal departments, for example, technical, sales and legal. Facilitates comparison between customer requirement and available 'off the shelf' solutions.					

Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ BC4: Is customer orientated and able to imagine the user perspective and to adapt decisions
--	---

Dimension 1: e-Competence area	E. MANAGE	E. MANAGE					
Dimension 2: e-Competences: Title + generic description	He understandefines activity and budget. He identified busines chow within the teators activity and budget. He makes chow within the teators activity and budget. He makes chow within the teators activity and budget. He makes chow within the teators activity and budget. He identified business activity activity and budget. He identified business activity activity activity and budget. He identified business activity activity activity activity activity activity activity activity activity. The identified business activity activity. The identified business activity activity. The identified business activity activit	E.2. Project and Portfolio Management He understands and applies the principle of project management. That means that he defines activities, responsibilities, critical milestones, resources, skills needs, interfaces and budget. He is able to apply methodologies, tools and processes. He is able to meet identified business needs by implementing new, internal or external defined processes. He makes choices, gives instructions and bears responsibility for a team (i.e. relationship within the team, team objectives). Sometimes he takes the overall responsibility for an ICT project (i.e. outcomes, finance, resource management, time management). He also creates and maintains documents to facilitate the monitoring of project progress.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
Pimonsion 1:	/ MC 21 Co	Understands and applies the principles of project management and applies methodologies, tools and processes to manage simple projects.	Accounts for own and others' activities, works within the project boundary, makes choices and gives instructions; manages and supervises relationships within the team; plans and establishes team objectives and outputs and documents results.	tacks independent	-lv (time		
Dimension 4: Knowledge and Skills according to CompTrain Framework	managem ✓ MC 5: De conseque	velops / finds solutio	ns and validates the				
Dimension 2: e-Competences: Title + generic description	of the enterp	nagement s the risk management rise defined risk management rinciples of risk management plans) and is able	anagement policy an nagement (i.e. asses	d procedure. He ι sses risk, documen	inderstands and ts potential risk		
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Understands and applies the principles of risk management and investigates ICT solutions to mitigate identifie risks.					
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 6: Analyzes the relevance of choices (critical self-reflection)						

Dimension 2: e-Competences: Title + generic description	E.4. Relationship Management He is responsible for a positive business relationship between the client and the internal or external provider deploying and complying with organisational processes. He maintains a regular communication with them and he is familiar with their environment. He ensures that all the needs, concerns and also complaints of the client, partner and supplier are understood and addressed in accordance with organisational policy. He accounts for his own and others actions in managing a limited client base.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels			Accounts for own and others actions in managing a limited client base.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ BC 8: Is fam ✓ BC 10: Com ✓ BC 11: Is seconcerns ✓ BC 12: Is ab	 ✓ BC 8: Is familiar with the technical trends / business culture of the branch /industry ✓ BC 10: Commits to corporate strategy, culture and objectives ✓ BC 11: Is sensitive and tactful in interpersonal interactions and in cross-cultural concerns ✓ BC 12: Is able to work in a team 				
Dimension 2: e-Competences: Title + generic description	He is responsible and the analysis and information the formulation designer scans to	and management His field of activi of recommendation	tion security policy t of security risks with ity also contains the ns for the continuous o identify and defin	with respect to the ne review of secur us security enhand	e enterprise data ity incidents and cement. The web	
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Systematically scans the environment to identify and define vulnerabilities and threats. Records and escalates noncompliance.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ TC 8: Manages a data-processing network (safety, right of access, daily maintenance)					

2.2 Web content / Multimedia developer

2.2.1 Job description

The web content/multimedia developer researches options, decides on the optimal choice and formulates them for visualization on a web page or other digital medium. In doing so, he determines the specifications and directs other team members (particularly the web designer), giving them technical and design constraints to be respected. Additionally, the web content/multimedia developer aggregates (collects and/or produces), uploads and continuously refreshes the textual and multimedia content of the website/medium. Content may consist of text, graphics, pictures, audiovisual files etc.

2.2.2 Profile

Dimension 1: e-Competence area	A. PLAN						
Dimension 2: e-Competences: Title + generic description	The web content is able to make System model. F	A.1. IS and Business Strategy Alignment The web content/multimedia developer is aware of long term business requirements and is able to make input to the upper management on the development of the Information System model. He is able to report incoherencies in the implementation of strategic ICT policy of the enterprise to the upper management.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Is aware of long term requirements and can make input to the upper management on ICT policy decisions. Can report incoherencies to the upper management.					
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ BC 10: Is co	mmitted to corp	orate strategy, culture	and objectives			
Dimension 2: e-Competences: Title + generic description	In analysing and content/multimed design decision to the specification	A.4. Specification Creation In analysing and defining the current and target status of a content module, the web content/multimedia developer acts systematically in estimating cost effectiveness and design decision templates. He maintains a project diary and exploits specialist knowledge in the specification development to create and maintain standard and complex documents of the project or content module (such as structure plans, timescales, milestone descriptions).					
Dimension 3: e-Competence	Level 1	Level 2	Level 3	Level 4	Level 5		
proficiency levels		Acts systematically to document standard and simple elements of product or project.	Exploits specialist knowledge in specification development to create and maintain complex documents of the project or product.				

Dimension 4: Knowledge and Skills according to CompTrain Framework Dimension 2: e-Competences: Title + generic description	 ✓ TC 10: Knows how to optimize a site according to the requirements of search engines ✓ MC 1: Conducts feasibility studies (technical, financial) ✓ MC 4: Writes requirements specifications, technical specifications and reports (clear, precise and detailed) ✓ BC 4: Is customer-orientated and able to imagine the user perspective and to adapt decisions ✓ BC 19: Is aware of inclusive design methodologies (elderly, handicapped, etc.) A.5. Systems Architecture The web content/multimedia developer contributes to a formal approach to implement ICT technology in line with business requirements. He therefore identifies the components required, hardware, software and technology platforms that need to be integrated to meet current and future needs of the product. He has a large understanding of ICT technology to be deployed in multiple IT projects and ensures that all technical aspects take account of interoperability, scalability and usability. 					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Contributes to ICT specifications on the basis of a large understanding of ICT technology to be deployed in multiple IT projects, applications or infrastructure improvements.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	applications ✓ CC 10: Prep	user skills for the son, hardware, etc. bares content module knowledge of usab		multimedia-softwa	are,	
Dimension 2: e-Competences: Title + generic description	application in according of development,	ning and specificate eloper organises the cordance with ICT installation and ma	ion process of the connection overall planning of policy and user or custintenance and selects with representative of the content of the cont	of the design of stomer needs. He stechnical options	the module or estimates costs	
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Organises the overall planning of the design of the application.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ TC 2: Has programming skills for the (further) development of multimedia-applications, software, websites, etc. ✓ TC 10: Knows how to optimize a site according to the requirements of search engines ✓ TC 11: Has user skills for the successful handling of multimedia-software, applications, hardware ✓ CC 11: Applies content standards ✓ MC 5: Develops / finds solutions and validates their relevance and their consequences ✓ MC 6: Analyses the relevance of choices ✓ MC 15: Has knowledge of usability research ✓ BC 1: Has creativity and imagination 					
Dimension 2: e-Competences: Title + generic description	of competence a module. He the	nt/multimedia deve and is able to integ erefore contributes	loper is aware of tech rate them into specific added value by mak or competitiveness of	ation of the application of the application of the applications of the applications are applications.	ation or content s improvements	

Dimension 3: e-Competence proficiency levels	Level 1	Level 2	Level 3	Level 4	Level 5
		Is aware of technology improvements in his field of competence and is able to integrate them, if necessary, in his production in accordance with specifications.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ CC 5: Knows the basics of law in the field of activity (contract law, intellectual property rights) ✓ BC 8: Is familiar with the technical trends / business culture of the branch /industry 				

Dimension 1: e-Competence area	B. BUILD				
Dimension 2: e-Competences: Title + generic description	The web conte design, enginee product. He alv	er and integrate soft vays considers the r	tware modules and equired specification	atically and creativel different components ns. He tests singular ance criteria are met	s into a larger units and the
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels		Systematically develops small components or modules.	Acts creatively to develop and integrate components into a larger product.		
Dimension 4: Knowledge and Skills according to CompTrain Framework	into a larger				

Dimension 2: e-Competences: Title + generic description	The web content different software system. To ensure procedures and a modules. He doo	B.2. Systems Integration The web content/multimedia developer identifies systematically the compatibility of different software and hardware specifications and installs them into an existing or proposed system. To ensure integrity and interoperability he complies with established processes and procedures and considers the specification, capacity and compatibility of existing and new modules. He documents the successful integration and all activities during the installation and records deviations and remedial activities.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Acts systematically to identify compatibility of software and hardware specifications. Documents all activities during installation and records deviations and remedial activities.					
Dimension 4: Knowledge and Skills according to CompTrain Framework		ies content standa ware of the import	ance of details and	precision			
Dimension 2: e-Competences: Title + generic description	and that the per expectation. By	B.3. Testing He is able to organise testing programmes for IT systems or customer usability requirements. These tests ensure that all internal, external, national and international standards are met and that the performance of the new or revised components or systems conforms to the expectation. By documenting and reporting the tests and results he provides an important input to evidence certification requirements.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Organises test programmes and builds scripts to stress test likely vulnerabilities. Records and reports outcomes providing analysis of results.					
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ TC 4: Tests / validates an application, a software and submits reports						
Dimension 2: e-Competences: Title + generic description	B.4. Solution Deployment He is involved in the solution construction and the communication with the client. His field of activity includes the configuration (i.e. installation, upgrade, decommission) of hardware, software and the network to ensure the interoperability of system components. He follows predefined general standards of practice. He builds or deconstructs system elements in a complex environment. He identifies non performing components and establishes root cause of failure within the overall solution. The user gets a fully operational solution from him. He completes the documentation by recording all relevant information including equipment addresses, configuration and performance data. He supports his less experienced colleagues but if required he also engages specialist resources (e.g. third party network providers).						

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Acts systematically to build or deconstruct system elements in a complex environment. Identifies non performing components and establishes root cause of failure within the overall solution. Provides support to less experienced colleagues.					
Dimension 4: Knowledge and Skills according to CompTrain Framework	application	applications, software, websites etc. ✓ TC 10: Knows how to optimize a site according to the requirements of search					
Dimension 2: e-Competences: Title + generic description	He takes input according to the by selecting the features. The	B.5. Technical Publications Development He takes input from technical authors to organise the production of different documents according to the requirement of the project or application. He prepares the presentation by selecting the appropriate style and media and by describing the different function and features. The web content/multimedia developer is also responsible for the document-management system and the update and validation of the existing documentation.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Organises the production of documents taking input from technical authors.					
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ TC 5: Documents a text, an application, the functions of a software, a website						

Dimension 1: e-Competence area	C. RUN
Dimension 2: e-Competences: Title + generic description	C.1. User support After interpreting user problems by applying different questioning techniques he issues the relevant information to the user. He creates a solution database to resolve incidents faster. He ensures that the service and system performance is optimised. He works together with senior operatives to solve complex and unresolved incidents.

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Acts systematically to interpret user problems. Applies questioning techniques to clarify and understand the underlying user issue. Relates user symptoms to known solutions using experience of interrogating a solution database. Escalates complex or unresolved incidents to a more senior operative. Records and tracks issue from outset to conclusion.				
Dimension 4: Knowledge and Skills according to CompTrain Framework			on rules on the Interrand able to imagine the			
Dimension 2: e-Competences: Title + generic description	He implements schedules all modern because of multiple by responding	C.2. Change support He implements and provides guidance for the evolution of an IT solution. He controls and schedules all modifications of software or hardware to prevent an unpredictable outcome because of multiple upgrades. He maintains coherence to the service level agreement by responding systematically to day by day operational needs, reacting to them and by avoiding service disruptions.				
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Acts systematically to respond to day by day operational needs and reacts to them, avoiding service disruptions and maintaining coherence to service level agreement.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ TC 3: Maintains / updates an application, a site, a software, a computer, a network					
Dimension 2: e-Competences: Title + generic description	C.3. Service Delivery The web content/multimedia developer acts systematically to analyse performance data and communicates these findings to his senior colleagues. He handles monitoring and management tools such as Scripts and Procedures. He updates the operational document library and logs all operational events. He ensures a stable and secure application and ICT infrastructure by escalating potential service level failures and recommending actions for service improvement.					

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Acts systematically to analyse performance data and communicate findings to senior colleagues. Escalates potential service level failures and recommends actions to improve service performance.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	1		application, a site, a stance of details and pr		ter, a network	
Dimension 2: e-Competences: Title + generic description	He has specialist process. He is a System rapidly,	C.4. Problem Management He has specialist knowledge and understands the IT infrastructure and problem management process. He is able to identify failures and the root cause of incidents within the Information System rapidly, to resolve (i.e. repair, replace or reconfigure) them with minimum outage and to prevent a recurrence of them by documenting these problems for future analysis.				
Dimension 3: e-Competence proficiency levels	Level 1	Level 2	Exploits specialist knowledge and in depth understanding of the IT infrastructure and problem management process to identify failures and resolve with minimum outage. Makes sound decisions in emotionally charged environments on appropriate action required to minimise business impact. Rapidly identifies failing component, selects alternatives such as repair, replace or reconfigure.		Level 5	
Dimension 4: Knowledge and Skills according to CompTrain Framework	or reconfigure. ✓ TC 3: Maintains / updates an application, a site, a software, a computer, a network ✓ BC 2: Is able to analyse and solve problems ✓ BC 15: Is aware of the importance of details and precision					

Dimension 1:	E. MANAGE
e-Competence	
area	

Dimension 2: e-Competences: Title + generic description	E.2. Project and Portfolio Management He understands and applies the principle of project management. That means that he defines activities, responsibilities, critical milestones, resources, skills needs, interfaces and budget. He is able to apply methodologies, tools and processes. He is able to meet identified business needs by implementing new, internal or external defined processes. He makes choices, gives instructions and bears responsibility for a team (i.e. relationship within the team, team objectives). Sometimes he takes the overall responsibility for an ICT project (i.e. outcomes, finance, resource management, time management). He also creates and maintains documents to facilitate the monitoring of project progress.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
Dimension 3: e-Competence proficiency levels		Understands and applies the principles of project management and applies methodologies, tools and processes to manage simple projects.	Accounts for own and others activities, working within the project boundary, making choices and giving instructions; manages and supervises relationships within the team; plans and establishes team objectives and outputs and documents results.	Exploits wide ranging skills in project management to work beyond project boundary; manages complex projects or programmes, including interaction with others; influences project strategy by proposing new or alternative solutions; takes overall responsibility for project outcomes, including finance and resource management; is empowered to revise rules and choose standards.		
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 3: Scho	ent) elops / finds solution	dies esses and prioritizes ns and validates their		, , ,	
Dimension 2: e-Competences: Title + generic description	of the enterpri	the risk manageme ise defined risk man nciples of risk man	nt considering inform nagement policy and agement (i.e. assess to investigate ICT so	d procedure. He u ses risk, document	nderstands and s potential risk	
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Understands and applies the principles of risk management and investigates ICT solutions to mitigate identified risks.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 6: Ana					

Dimension 2: e-Competences: Title + generic description	E.4. Relationship Management He is responsible for a positive business relationship between the client and the internal or external provider deploying and complying with organisational processes. He maintains a regular communication with them and he is familiar with their environment. He ensures that all the needs, concerns and also complaints of the client, partner and supplier are understood and addressed in accordance with organisational policy. He accounts for his own and others actions in managing a limited client base.					
Dimension 3: e-Competence proficiency levels	Level 1	Level 2	Level 3 Accounts for own and others	Level 4	Level 5	
			actions in managing a limited client base.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ BC 8: Is familiar with the general business culture of the branch /industry ✓ BC 10: Commits to corporate strategy, culture and objectives ✓ BC 11: Is sensitive and tactful in interpersonal interactions and in cross-cultural concerns ✓ BC 12: Is able to work in a team ✓ BC 14: Has presentation and moderation skills					

2.3 Digital animator / 2D-3D specialist

2.3.1 Job description

A digital animator/2D-3D specialist is the creator of moving pictures in a digital environment, using 2D or 3D techniques. This is often also referred to as computer animation, computer-generated imagery (CGI), virtual animation etc. It has been agreed to call this function "digital animator" to underline its media-neutral approach.

2.3.2 Profile

Dimension 1: e-Competence area	A. PLAN	A. PLAN					
Dimension 2: e-Competences: Title + generic description	In analysing and animator/2D-3D maintains a project to create and maintains	A.4. Specification Creation In analysing and defining the current and target status of a content module, the digital animator/2D-3D specialist estimates cost effectiveness and design decision templates. He maintains a project diary and exploits specialist knowledge in the specification development to create and maintain standard and complex documents of the project or content module (such as structure plans, timescales, milestone descriptions).					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels			Exploits specialist knowledge in specification development to create and maintain complex documents of the project or product.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ CC 11: Applies content standards ✓ MC 1: Conducts feasibility studies (technical, financial) ✓ MC 4: Writes requirements specifications, technical specifications and reports (clear, precise and detailed) ✓ BC 4: Is customer-orientated and able to imagine the user perspective and to adapt decisions 						
Dimension 2: e-Competences: Title + generic description	e-Competences: The digital animator/2D-3D specialist contributes to a formal approach technology in line with business requirements. He therefore identified						
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels			Exploits specialist knowledge to define relevant ICT technology and specifications to be deployed in the construction of multiple IT projects, applications or infrastructure improvements.				

Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ TC 11: Has user skills for the successful handling of multimedia-software, applications, hardware, etc.						
Dimension 2: e-Competences: Title + generic description	During the planni 3D specialist org accordance with installation and re validates the mo	A.6. Application Design During the planning and specification process of the content module, the digital animator/2D-3D specialist organises the overall planning of the design of the module or application in accordance with ICT policy and user or customer needs. He estimates costs of development, installation and maintenance and selects technical options for building the application. He validates the models with representative users. He ensures that the application is correctly integrated within a complex environment.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Organises the overall planning of the design of the application.	Accounts for own and others actions in ensuring that the application is correctly integrated within a complex environment.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ TC 11: Has user skills for the successful handling of multimedia-software, applications, hardware ✓ MC 5: Develops / finds solutions and validates their relevance and their consequences ✓ MC 6: Analyses the relevance of choices ✓ MC 14: Has knowledge of usability research ✓ BC 1: Has creativity and imagination 						
Dimension 2: e-Competences: Title + generic description A.7. Technology Watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching The digital animator/2D-3D specialist is aware of technology watching watching watching The digital animator/2D-3D specialist is aware of technology watching watching watching watching watching watching watching wa				ition of the application of the	ation or content s improvements		
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Is aware of technology improvements in his field of competence and is able to integrate them, if necessary, in his production in accordance with specifications.					
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ CC 5: Knows the basics of law in the field of activity (contract law, intellectual property rights) ✓ BC 8: Is familiar with the technical trends / business culture of the branch / industry 						

Dimension 1: e-Competence area	B. BUILD
Dimension 2: e-Competences: Title + generic description	B.1. Design and Development The digital animator/2D-3D specialist acts systematically and creatively to develop, design, engineer and integrate software modules and different components into a larger product. He always considers the required specifications. He tests singular units and the whole system to ensure that all functional and performance criteria are met.

D:	1 1 4	1 1 2	11 2	1 1 4	1
Dimension 3: e-Competence	Level 1	Level 2	Level 3	Level 4	Level 5
proficiency levels		Systematically develops small components or modules.	Acts creatively to develop and integrate components into a larger product.		
Dimension 4: Knowledge and Skills according to CompTrain Framework	 TC 1: Creates graphic documents, layouts and web design TC 2: Has programming skills for the (further) development of multimedia-applications, software, websites etc. TC 3: Maintains / updates an application, a site, a software, a computer, a network TC 5: Documents a text, an application, the functions of a software, a website TC 11: Has user skills for successful handling of multimedia-software, applications, hardware, etc. CC 1: Drafts texts, clearly & concisely, with due regard for orthography & grammar in the native language CC 2: Drafts texts, clearly & concisely, with due regard for orthography & grammar in the foreign language CC 8: Handles design methods in content development CC 9: Creates 2D and/or 3D animations CC 11: Applies content standards CC 13: Handles picture and graphics management software CC 14: Uses and applies visual, drawing, sculpting abilities CC 18: Understands theoretical background of development of media BC 1: Has creativity and imagination BC 4: Is customer-orientated and able to imagine the user perspective and to adapt decisions BC 11: Is sensitive and tactful in interpersonal interactions and in cross-cultural concerns BC 12: Is able to work in a team BC 15: Is aware of the importance of details and precision (accurateness) 				
Dimension 2: e-Competences: Title + generic description	proposed systemand reliability h	nator/2D-3D speciali m. To ensure interop ne complies with es	erability and integrit	are and software into y of the overall syste and procedures. He I new modules.	m functionality
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels			Accounts for own and others actions in the integration process. Complies with appropriate standards and change control procedures to maintain integrity of the overall system functionality and reliability.		
Dimension 4: Knowledge and Skills according to CompTrain Framework					
Dimension 2: e-Competences: Title + generic description	B.3. Testing He has specialist knowledge to organise complex testing programmes for IT systems or customer usability requirements. These tests ensure that all internal, external, national and international standards are met and that the performance of the new or revised components or systems conforms to the expectation. By documenting and reporting the tests and results he provides an important input to all involved persons like designers, users or maintainers and to evidence certification requirements.				

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Organises test programmes and builds scripts to stress test likely vulnerabilities. Records and reports outcomes providing analysis of results.	Exploits specialist knowledge to supervise complex testing programmes. Ensures tests and results are documented to provide input to subsequent process owners such as designers, users or maintainers. Accountable for compliance with testing procedures including a documented audit trail.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ TC 4: Test	s / validates an applic	ation, a software and	submits reports		
Dimension 2: e-Competences: Title + generic description	B.4. Solution Deployment He is involved in the solution construction and the communication with the client. His field of activity includes the configuration (i.e. installation, upgrade, decommission) of hardware, software and the network to ensure the interoperability of system components. He follows predefined general standards of practice. He builds or deconstructs system elements in a complex environment. He identifies non performing components and establishes root cause of failure within the overall solution. The user gets a fully operational solution from him. He completes the documentation by recording all relevant information including equipment addresses, configuration and performance data. He supports his less experienced colleagues and gives advice on aligning work processes and procedures with software upgrades. But if required he also engages specialist resources (e.g. third party					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Acts systematically to build or deconstruct system elements in a complex environment. Identifies non performing components and establishes root cause of failure within the overall solution. Provides support to less experienced colleagues.	Accounts for own and others actions within solution provision activities including comprehensive communications with client. Exploits specialist knowledge to influence solution construction. Gives advice on aligning work processes and procedures with software upgrades.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ TC 2: Has programming skills fort he (further) development of multimedia- applications, software, websites etc.					

Dimension 2: e-Competences: Title + generic description	He takes input from according to the by selecting the features. The display	He takes input from technical authors to organise the production of different documents according to the requirement of the project or application. He prepares the presentation by selecting the appropriate style and media and by describing the different function and features. The digital animator/2D-3D specialist is also responsible for the document-management system and the update and validation of the existing documentation.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Organises the production of documents taking input from technical authors.					
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ TC 5: Documents a text, an application, the functions of a software, a website						

Dimension 1: e-Competence area	C. RUN						
Dimension 2: e-Competences: Title + generic description	He implements a schedules all mobile because of multiple by responding states.	C.2. Change support He implements and provides guidance for the evolution of an IT solution. He controls and schedules all modifications of software or hardware to prevent an unpredictable outcome because of multiple upgrades. He maintains coherence to the service level agreement by responding systematically to day by day operational needs, reacting to them and by avoiding service disruptions.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Acts systematically to respond to day by day operational needs and reacts to them, avoiding service disruptions and maintaining coherence to service level agreement.					
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ TC 3: Maintains / updates an application, a site, a software, a computer, a network						
Dimension 2: e-Competences: Title + generic description	C.3. Service Delivery The digital animator/2D-3D specialist acts systematically to analyse performance data and communicates these findings to his senior colleagues. He handles monitoring and management tools such as Scripts and Procedures. He updates the operational document library and logs all operational events. He ensures a stable and secure application and ICT infrastructure by escalating potential service level failures and recommending actions for service improvement.						

D: 2-	1 1 4	11 2	1 1 2	1 1 4	1 1 -
Dimension 3: e-Competence	Level 1	Level 2	Level 3	Level 4	Level 5
proficiency levels		systematically to analyse performance data and communicate findings to senior colleagues. Escalates potential service level failures and recommends actions to improve service performance.			
Dimension 4:	✓ MC 3: Sche	edules working pro	cesses and prioritizes	tasks (independer	itly) (time
Knowledge and Skills according to CompTrain Framework	manageme	nt)			
Dimension 2: e-Competences: Title + generic description	process. He is all System rapidly,	knowledge and und ble to identify failure to resolve (i.e. rep	derstands the IT infrast es and the root cause pair, replace or reconfi m by documenting the	of incidents within gure) them with r	the Information ninimum outage
Dimension 3: e-Competence	Level 1	Level 2	Level 3	Level 4	Level 5
proficiency levels			Exploits specialist knowledge and in depth understanding of the IT infrastructure and problem management process to identify failures and resolve with minimum outage. Makes sound decisions in emotionally charged environments on appropriate action required to minimise business impact. Rapidly identifies failing component, selects alternatives such as repair, replace or reconfigure.		
Dimension 4: Knowledge and Skills according to CompTrain Framework	or reconfigure. ✓ MC 5: Develops / finds solutions and validates their relevance and their consequences ✓ BC 2: Is able to analyze and solve problems				

Dimension 1: e-Competence area	E. MANAGE						
Dimension 2: e-Competences: Title + generic description	E.2. Project and Portfolio Management He understands and applies the principle of project management. That means that defines activities, responsibilities, critical milestones, resources, skills needs, interfact and budget. He is able to apply methodologies, tools and processes. He is able to me identified business needs by implementing new, internal or external defined processes. He makes choices, gives instructions and bears responsibility for a team (i.e. relational within the team, team objectives). Sometimes he takes the overall responsibility for ICT project (i.e. outcomes, finance, resource management, time management). He a creates and maintains documents to facilitate the monitoring of project progress.						
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Understands and applies the principles of project management and applies methodologies, tools and processes to manage simple projects.	Accounts for own and others activities, working within the project boundary, making choices and giving instructions; manages and supervises relationships within the team; plans and establishes team objectives and outputs and documents results.	Exploits wide ranging skills in project management to work beyond project boundary; manages complex projects or programmes, including interaction with others; influences project strategy by proposing new or alternative solutions; takes overall responsibility for project outcomes, including finance and resource management; is empowered to revise rules and choose standards.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 3: Sch managen	velops / finds solutio	cesses and prioritize				
Dimension 2: e-Competences: Title + generic description	of the enterp	nagement s the risk manageme rise defined risk man rinciples of risk man ent plans) and is able	nagement policy an nagement (i.e. asse	nd procedure. He u sses risk, document	nderstands and		
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Understands and applies the principles of risk management and investigates ICT solutions to mitigate identifie risks.					
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 6: An	alyzes the relevance	of choices (critical s	self-reflection)			

Dimension 2: e-Competences: Title + generic description	E.4. Relationship Management He is responsible for a positive business relationship between the client and the internal or external provider deploying and complying with organisational processes. He maintains a regular communication with them and he is familiar with their environment. He ensures that all the needs, concerns and also complaints of the client, partner and supplier are understood and addressed in accordance with organisational policy. He accounts for his own and others actions in managing a limited client base.				
Dimension 3: e-Competence proficiency levels	Level 1	Level 2	Accounts for own and others actions in managing a limited client base.	Level 4	Level 5
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ BC 10: Commits to corporate strategy, culture and objectives ✓ BC 11: Is sensitive and tactful in interpersonal interactions and in cross-cultural concerns ✓ BC 12: Is able to work in a team ✓ BC 14: Has presentation and moderation skills 				

2.4 Webmaster

2.4.1 Job description

Webmaster is the most common and most ancient job in the internet world. Master of the Website, the webmaster is etymologically in charge of most of the tasks concerning the website: defining the objective, specifications, technical approach, technical implementation, content development, defining and producing the information, analysing and promoting the audience. In small SMEs (which represent the majority of the market), the webmaster is often the only web-related collaborator. In larger companies, the webmaster can be part of a team gathering other technical and content specialist functions (such as web designer, 2D-3D specialist, web developer). He is also the interface between the public and the company and the contact point with the company, answering questions from the public or transferring them to the relevant department of the company.

2.4.2 Profile

Dimension 1: e-Competence area	A. PLAN					
Dimension 2: e-Competences: Title + generic description	The webmaster is the upper manag to report incoher	A.1. IS and Business Strategy Alignment The webmaster is aware of long term business requirements and is able to make input to the upper management on the development of the Information System model. He is able to report incoherencies in the implementation of strategic ICT policy of the enterprise to the upper management.				
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Is aware of long term requirements and can make input to the upper management on ICT policy decisions. Can report incoherencies to the upper management.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ BC 10: Is committed to corporate strategy, culture and objectives					
Dimension 2: e-Competences: Title + generic description	A.3. Business Plan Development The webmaster is responsible for the design and structure of a business or product plan (i.e. return on investment propositions, cost benefit analysis, marketing and sales strategy, SWOT analysis, etc.). He is able to analyse the market environment. He ensures the strategic application of technology for business benefit by developing enterprise-wide information architectures and processes. He communicates and sells this business plan to relevant stakeholders and addresses political, financial and organisational interests.					

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels			Exploits specialist knowledge to provide analysis of market environment etc.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 1: Cond web conten	,	dies (technical, financ	ial) (NOTE: in the	absence of a	
Dimension 2: e-Competences: Title + generic description	acts systematic maintains a proj to create and m	l defining the curre ally in estimating ect diary and exploaintain standard and	nt and target status of cost effectiveness and its specialist knowledged and complex document es, milestone descript	nd design decision ge in the specificat s of the project or	n templates. He ion development	
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Acts systematically to document standard and simple elements of product or project.	Exploits specialist knowledge in specification development to create and maintain complex documents of the project or product.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	engines ✓ MC 1: Cond ✓ MC 4: Write precise and	lucts feasibility stu- es requirements sp detailed)	dies (technical, finance ecifications, technical and able to imagine t	ial) specifications and	l reports (clear,	
Dimension 2: e-Competences: Title + generic description	The webmaster with business resoftware and techniques of the pro	A.5. Systems Architecture The webmaster contributes to a formal approach to implement ICT technology in line with business requirements. He therefore identifies the components required, hardware, software and technology platforms that need to be integrated to meet current and future needs of the product. He is able to define ICT technology and specification to be deployed in multiple IT projects. He ensures that all technical aspects take account of interoperability, scalability and usability.				
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels			Exploits specialist knowledge to define relevant ICT technology and specifications to be deployed in the construction of multiple IT projects, applications or infrastructure improvements.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ TC 11: Has user skills for the successful handling of multimedia-software, applications, hardware, etc. ✓ CC 10: Prepares content modules ✓ MC 14: Has knowledge of usability research 					

Dimension 2: e-Competences: Title + generic description	A.6. Application Design During the planning and specification process of the content module, the webmaster organises the overall planning of the design of the module or application in accordance with ICT policy and user or customer needs. He estimates costs of development, installation and maintenance and selects technical options for building the application. He validates the models with representative users. He ensures that the application is correctly integrated within a complex environment.				
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels		Organises the overall planning of the design of the application.	Accounts for own and others actions in ensuring that the application is correctly integrated within a complex environment.		
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ TC 2: Has programming skills fort he (further) development of multimedia-applications, software, websites, etc. ✓ TC 10: Knows how to optimize a site according to the requirements of search engines ✓ TC 11: Has user skills for the successful handling of multimedia-software, applications, hardware ✓ MC 3: Schedules working processes and prioritizes tasks indepedently (time management) ✓ MC 5: Develops / finds solutions and validates their relevance and their consequences ✓ MC 6: Analyses the relevance of choices ✓ MC 14: Has knowledge of usability research ✓ BC 1: Has creativity and imagination 				
Dimension 2: e-Competences: Title + generic description	able to integrate contributes add quality or complidentify the art	y Watching is aware of technology them into specificate ed value by making so etitiveness of the de iculations between e	tion of the application of the a	on or content mod ovements in efficie odule or applicati	ule. He therefore ency, productivity on. He is able to
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels		Is aware of technology improvements in his field of competence and is able to integrate them, if necessary, in his production in accordance with specifications.	Is actively looking out for new technology improvements in his field of competence. Can identify the articulations between emerging technologies and business requirements in accordance with long term strategy.		
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ BC 8: Is far	miliar with the techni	ical trends / genera	I business culture	of the branch /

Dimension 1: e-Competence area	B. BUILD	B. BUILD			
Dimension 2: e-Competences: Title + generic description	The webmaster software modu the required spall functional a	les and different co ecifications. He test	mponents into a la s singular units and	elop, design, engineer rger product. He alw d the whole system t develops standard pr	ays considers to ensure that
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels		Systematically develops small components or modules.	Acts creatively to develop and integrate components into a larger product.	Handles complexity by developing standard procedures and architectures in support of cohesive product development.	
Dimension 4: Knowledge and Skills according to CompTrain Framework					
Dimension 2: e-Competences: Title + generic description	BC 15: Is aware of the importance of details and precision (accurateness) B.2. Systems Integration The webmaster installs the hardware and software into an existing or proposed system. To ensure interoperability and integrity of the overall system functionality and reliability he complies with established processes and procedures. He considers the specification, capacity and compatibility of existing and new modules.				

		Τ					
Dimension 3: e-Competence	Level 1	Level 2	Level 3	Level 4	Level 5		
proficiency levels			Accounts for own and others actions in the integration process. Complies with appropriate standards and change control procedures to maintain integrity of the overall system functionality and reliability.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 13: Ha	ndles standards and	e various components I other international is ance of details and pr	usances			
Dimension 2: e-Competences: Title + generic description	customer usabi and internation components or tests and resul	B.3. Testing He has specialist knowledge to organise complex testing programmes for IT systems or customer usability requirements. These tests ensure that all internal, external, national and international standards are met and that the performance of the new or revised components or systems conforms to the expectation. By documenting and reporting the tests and results he provides an important input to all involved persons like designers, users or maintainers and to evidence certification requirements.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Organises test programmes and builds scripts to stress test likely vulnerabilities. Records and reports outcomes providing analysis of results.	Exploits specialist knowledge to supervise complex testing programmes. Ensures tests and results are documented to provide input to subsequent process owners such as designers, users or maintainers. Accountable for compliance with testing procedures including a documented audit trail.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ TC 4: Tests	✓ TC 4: Tests / validates an application, a software and submits reports					
Dimension 2: e-Competences: Title + generic description	B.4. Solution Deployment He is involved in the solution construction and the communication with the client. His field of activity includes the configuration (i.e. installation, upgrade, decommission) of hardware, software and the network to ensure the interoperability of system components. He follows predefined general standards of practice. He builds or deconstructs system elements in a complex environment. He identifies non performing components and establishes root cause of failure within the overall solution. The user gets a fully operational solution from him. He completes the documentation by recording all relevant information including equipment addresses, configuration and performance data. He supports his less experienced colleagues and gives advice on aligning work processes and procedures with software upgrades. But if required he also engages specialist resources (e.g. third party network providers).						

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Acts systematically to build or deconstruct system elements in a complex environment. Identifies non performing components and establishes root cause of failure within the overall solution. Provides support to less experienced colleagues.	Accounts for own and others actions within solution provision activities including comprehensive communications with client. Exploits specialist knowledge to influence solution construction. Gives advice on aligning work processes and procedures with software upgrades.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ TC 2: Has programming skills for the (further) development of multimedia-applications, software, websites etc. ✓ TC 5: Documents a website ✓ TC 7: Manages the data-processing station ✓ TC 10: Knows how to optimize a site according to the requirements of search engines 					
Dimension 2: e-Competences: Title + generic description	He takes input according to the by selecting the features. The v	I Publications Development of the requirement of the eappropriate style are webmaster is also restricted to the exist validation of the exist restricted to the exist restrict	rs to organise the project or applicated media and by desponsible for the do	ion. He prepares scribing the differ cument-managem	the presentation ent function and	
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Organises the production of documents taking input from technical authors.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ TC 5: Docu	uments a website				

Dimension 1: e-Competence area	C. RUN
Dimension 2: e-Competences: Title + generic description	C.1. User support After interpreting user problems by applying different questioning techniques he issues the relevant information to the user. He creates a solution database to resolve incidents faster. He ensures that agreed service levels are met, that the support is available within user business hours and that the service and system performance is improved continually. He works together with senior operatives to solve complex and unresolved incidents. He is also responsible for the budget management.

				Τ			
Dimension 3: e-Competence	Level 1	Level 2	Level 3	Level 4	Level 5		
proficiency levels		systematically to interpret user problems. Applies questioning techniques to clarify and understand the underlying user issue. Relates user symptoms to known solutions using experience of interrogating a solution database. Escalates complex or unresolved incidents to a more senior operative. Records and tracks issue from outset to conclusion.	Manages others activities and is accountable for ensuring that agreed service levels are met. Plans resource allocation to ensure support is available within user business hours. Acts creatively, and seeks opportunities for continuous service improvement by analysing root causes. Manages costs to budget.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ TC 7: Mana ✓ CC 3: Know ✓ CC 4: Know	 ✓ TC 3: Maintains / updates an application, a site, a software, a computer, a network ✓ TC 7: Manages the data-processing station ✓ CC 3: Knows the communication rules on the Internet in the native language ✓ CC 4: Knows the communication rules on the Internet in a foreign language ✓ BC 4: Is customer-orientated and able to imagine the user perspective and to adapt 					
Dimension 2: e-Competences: Title + generic description	schedules all m because of mul	and provides guidar odifications of softw tiple upgrades. He c	nce for the evolution are or hardware to position ontrols the application	revent an unpred on of functional up	ictable outcome dates, software		
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels			Exploits skills to ensure integrity of the system by controlling the application of functional updates, software or hardware additions and maintenance activities. Scrupulously maintains records of system configuration and the schedule for proposed changes.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ TC 3: Maintains / updates an application, a site, a software, a computer, a network ✓ BC 2: Is able to analyse and solve problems 						
Dimension 2: e-Competences: Title + generic description	C.3. Service Delivery The webmaster acts systematically to analyse performance data and communicates these findings to his senior colleagues. He handles monitoring and management tools such as Scripts and Procedures. He updates the operational document library and logs all operational events. He ensures a stable and secure application and ICT infrastructure by escalating potential service level failures and recommending actions for service improvement.						

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels		Acts systematically to analyse performance data and communicate findings to senior colleagues. Escalates potential service level failures and recommends actions to improve service performance.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ BC 9: Unde		solve problems rate culture, the const tance of details and pr			
Dimension 2: e-Competences: Title + generic description	C.4. Problem Management He has specialist knowledge and understands the IT infrastructure and problem management process. He is able to identify failures and the root cause of incidents within the Information System rapidly, to resolve (i.e. repair, replace or reconfigure) them with minimum outage and to prevent a recurrence of them by documenting these problems for future analysis.					
Dimension 3: e-Competence proficiency levels	Level 1	Level 2	Exploits specialist knowledge and in depth understanding of the IT infrastructure and problem management process to identify failures and resolve with minimum outage. Makes sound decisions in emotionally charged environments on appropriate action required to minimise business impact. Rapidly identifies failing component, selects alternatives such as repair, replace or reconfigure.		Level 5	
Dimension 4: Knowledge and Skills according to CompTrain Framework	or reconfigure. ✓ MC 5: Develops / finds solutions and validates their relevance and their consequences ✓ BC 2: Is able to analyze and solve problems					

Dimension 1: e-Competence area	D. ENABLE						
Dimension 2: e-Competences: Title + generic description	He is responsible safety and secur culture. He uses	D.1. Information Security Strategy Development He is responsible for the Information Security Management. That means that he ensures safety and security of information by defining a formal organisational strategy scope and culture. He uses defined standards and best practices to create objectives for information integrity, availability and data privacy.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels				Exploits depth of expertise and leverages external standards and best practices.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	property rigi	property rights)					
Dimension 2: e-Competences: Title + generic description	He is responsible that influence to expectations and the strategy. He	D.2. ICT Quality Strategy Development He is responsible for the ICT quality management system. He identifies critical processes that influence the service delivery and product performance. He satisfies customer expectations and improves business performance by defining, improving and refining the strategy. He formulates objectives for service management and product and process quality. The webmaster leverages and authorises the application of external standards and best practices.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels				Exploits wide ranging specialist knowledge to leverage and authorise the application of external standards and best practices.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 11: Develops and applies quality assurance strategy, rules and methods						
Dimension 2: e-Competences: Title + generic description	D.4. Purchasing He ensures a consistent procurement procedure that adds business value to the organisation. That means that he is responsible for specification requirements, supplier identification, proposal analysis, contract negotiation, supplier selection and contract placement. He evaluates the performance, cost, timeliness and quality of different suppliers, products and services and then he selects the best.						

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5			
e-Competence proficiency levels			Exploits specialist knowledge to deploy the purchasing process, ensuring positive commercial relationships with suppliers. Selects suppliers, products and services by evaluating performance, cost, timeliness and quality. Decides contract placement and complies with organisational policies.					
Dimension 4: Knowledge and Skills according to CompTrain Framework		/ NO = N						
Dimension 2: e-Competences: Title + generic description	The webmaster of technical pro	posal Developments responsible for the oposals to meet complex technical envelopments	e organisations capa ustomer solution r	equirements. He	integrates these			
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5			
e-Competence proficiency levels			Acts creatively to develop proposal incorporating a complex solution. Customises solution in a complex technical environment and ensures feasibility and technical validity of customer offer.					
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 9: Measures and characterizes audience and draws conclusions							
Dimension 2: e-Competences: Title + generic description	D.8. Contract Management The performance of the complete supply chain and the regular communication with the supplier are his fields of responsibility. He provides and negotiates a contract in accordance with organisational processes and ensures the adherence to it (e.g. quality standards, time of delivery). He also maintains budget integrity and checks that the supplier complies with legal and health and safety standards.							

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels			Evaluates supplier contract performance by monitoring performance indicators. Assures performance of the complete supply chain. Influences the terms of contract renewal.		
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ CC 5: Knows the basics of law in the field of activity (contract law, intellectual property rights) ✓ MC 7: Negotiates, manages, directs, controls subcontractors 				

Dimension 1: e-Competence area	E. MANAGE						
Dimension 2: e-Competences: Title + generic description	He uses mark the organisa applies relev	E.1. Forecast Development He uses market inputs (e.g. market needs, acceptance of products/services) and assesses the organisations production and selling capabilities to make short-term forecasts. He applies relevant metrics to support different departments (e.g. production, marketing, sales and distribution) in the decision-making process.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels			Exploits skills to provide short-term forecast using market inputs and assessing the organisations production and selling capabilities.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 9: M	easures and characte	rizes audience and c	draws conclusions			
Dimension 2: e-Competences: Title + generic description	He understandefines active and budget. identified but the makes che within the telescore (CT project (and Portfolio Mana nds and applies the ities, responsibilities, He is able to apply r siness needs by impl oices, gives instruction am, team objectives i.e. outcomes, finance naintains documents	principle of project critical milestones, nethodologies, tools lementing new, interpose and bears respond to the continues of the talks, resource manages and the continues of the talks.	resources, skills ne and processes. He is rnal or external defination of the second control of the second cont	eds, interfaces is able to meet ned processes. e. relationship insibility for an ment). He also		

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels		Understands and applies the principles of project management and applies	Accounts for own and others activities, working within the project boundary,	Exploits wide ranging skills in project management to work beyond project boundary;			
		methodologies, tools and processes to manage simple projects.	making choices and giving instructions; manages and supervises relationships within the team; plans and establishes team objectives and outputs and documents results.	manages complex projects or programmes, including interaction with others; influences project strategy by proposing new or alternative solutions; takes overall responsibility for project outcomes, including finance and resource management; is empowered to revise rules and choose standards.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 3: Sch managem ✓ MC 5: Dev consequer ✓ MC 6: Ana ✓ MC 8: Mar	 ✓ MC 3: Schedules working processes and prioritizes tasks independently (time management) ✓ MC 5: Develops / finds solutions and validates their relevance and their consequences ✓ MC 6: Analyzes the relevance of choices (critical self-reflection) ✓ MC 8: Manages, negotiates, directs, controls a team 					
Dimension 2: e-Competences: Title + generic description	of the enterpoles applies the pri-	nagement s the risk manageme rise defined risk manage nciples of risk manage lans) and is able to nages and ensures the	nagement policy ar gement (i.e. assesse investigate ICT solu	nd procedure. He uses risk, documents postions to mitigate ide	nderstands and otential risk and ntified risks. He		
Dimension 3: e-Competence	Level 1	Level 2	Level 3	Level 4	Level 5		
proficiency levels		Understands and applies the principles of risk management and investigates ICT solutions to mitigate identifie risks.	Evaluates, manages and ensures validation of exceptions; audits ICT processes and environment.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 17: D	evelops and applies derstands the corpor	(information) securit	ty strategy, rules an			

Dimension 2: e-Competences: Title + generic description	E.4. Relationship Management He is responsible for a positive business relationship between the client and the internal or external provider deploying and complying with organisational processes. He maintains a regular communication with them and he is familiar with their environment. He ensures that all the needs, concerns and also complaints of the client, partner and supplier are understood and addressed in accordance with organisational policy. He accounts for his own and others actions in managing a limited client base.						
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels			Accounts for own and others actions in managing a limited client base.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ BC 8: Is fan ✓ BC 10: Com ✓ BC 11: Is se concerns ✓ BC 12: Is al	 ✓ BC 8: Is familiar with the technical trends / business culture of the branch / industry ✓ BC 10: Commits to corporate strategy, culture and objectives ✓ BC 11: Is sensitive and tactful in interpersonal interactions and in cross-cultural concerns ✓ BC 12: Is able to work in a team 					
Dimension 2: e-Competences: Title + generic description	to define possible changes systems	E.5. Process improvement The webmaster researches and benchmarks existing ICT processes and solutions in order to define possible innovations. He evaluates, designs and implements process or technology changes systematically for measurable business benefit. He measures the effectiveness of existing ICT processes and makes reasoned recommendations.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels			Exploits specialist knowledge to research existing ICT processes and solutions in order to define possible innovations. Makes recommendations based on reasoned arguments.				
Dimension 4: Knowledge and Skills according to CompTrain Framework			hnical trends / busines		ranch / industry		
Dimension 2: e-Competences: Title + generic description	He is responsible continuous quali	ity improvement. CT strategy and t	entation and assurance He plans and defines o review the performa	indicators to ma	nage the quality		
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels			Evaluates quality management indicators and processes based on ICT quality policy and proposes remedial action.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 11: Dev	elops and applies	quality assurance stra	ategy, rules and m	nethods		

Dimension 2: e-Competences: Title + generic description	E.7. Business Change Management He assesses the implication of new IT solutions. He identifies methods and standards that can be deployed to meet defined change requirements. Structural and cultural issues are taken into account. He quantifies the business benefits and maintains business and process continuity throughout change and monitoring the impact for example.						
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels			Evaluates change requirements and exploits specialist skills to identify possible methods and standards that can be deployed.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ BC 9: Unde	rstands the corporate	culture, the const	raints of other de	partments		
Dimension 2: e-Competences: Title + generic description	He is responsible the analysis and information. His formulation of re	E.8. Information Security Management He is responsible for the information security policy. That includes its implementation and the analysis and management of security risks with respect to the enterprise data and information. His field of activity also contains the review of security incidents and the formulation of recommendations for the continuous security enhancement. He investigates and instigates remedial measures to address any security breaches.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
Dimension 3: e-Competence proficiency levels			Evaluates security management measures and indicators and decides if compliant to information security policy. Investigates and instigates remedial measures to address any security breaches.				
Dimension 4: Knowledge and Skills according to CompTrain Framework		ges data-processing n	etwork (website)	with regard to saf	ety, right of		

2.5 Web content manager

2.5.1 Job description

The web content manager takes care of the business perspectives of web development which consists in planning, defining, organising, structuring and controlling the web content, in accordance with the general strategy of the organisation. This covers the management of content, advertising, marketing and order fulfilment for the website as well as its adaptation (if needed) to cultural approaches for any country targeted by the organisation. Furthermore, the web content manager collects client requirements and distributes this knowledge to a team of professionals who will actually plan, develop and operate the website. The web content manager is often part of (or has direct access to) the upper management layers of the company. In some large companies, the web content manager manages the entire web team in line with the strategic and communication objectives and orientations of the website as the expression and the image of the company.

2.5.2 Profile

Dimension 1: e-Competence area	A. PLAN							
Dimension 2: e-Competences: Title + generic description	The web content implement require the upper manage and the team. He	A.1. IS and Business Strategy Alignment The web content manager is aware of long term business requirements and is able to implement requirements regarding the Information System model as communicated by the upper management. He acts as an important interface between the top management and the team. He is able to develop and implement strategic and innovative long term business solutions.						
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5			
e-Competence proficiency levels				Acts as an interface between top management and team, is a driving force in view of developing and implementing strategic and innovative long term business solutions. Can participate in long term strategy development.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ BC 10: Is committed to corporate strategy, culture and objectives							
Dimension 2: e-Competences: Title + generic description	considers the ne	al service level eds and capaci	nt agreements (SLA) an ty of customers and chieve forecasted resu	business. He adap				

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels			Influences and prepares the final service level agreement (SLA) and accounts for the final content.	Provides leadership to amend the enterprise strategy with respect to Service Level Agreements in order to achieve forecasted results.		
Dimension 4: Knowledge and Skills according to CompTrain Framework	property ri	ghts)	w in the field of activ	vity (contractual law,	intellectual	
Dimension 2: e-Competences: Title + generic description	A.3. Business Plan Development The web content manager is responsible for the design and structure of a business or product plan (i.e. return on investment propositions, cost benefit analysis, marketing and sales strategy, SWOT analysis, etc.). He ensures the strategic application of technology for business benefit by developing enterprise-wide information architectures and processes. He communicates and sells this business plan to relevant stakeholders and addresses political, financial and organisational interests. He is responsible for the creation of an information systems strategy.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels				Provides leadership for the creation of an information systems strategy which meets the requirements of the business.		
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 1: Con ✓ MC 2: Plan	,	udies (technical, fina	ncial)		
Dimension 2: e-Competences: Title + generic description	manager estim	d defining the curre ates cost effective ject or product spe	ness and design dec	of a content module, ision templates. He is ntaining project diarys).	s responsible for	
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels				Acts with wide ranging accountability to take responsibility for complete project or product specification.		
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ TC 10: Knows how to optimize a site according to the requirements of search engines ✓ MC 1: Conducts feasibility studies (technical, financial) ✓ MC 4: Writes requirements specifications, technical specifications and reports (clear, precise and detailed) ✓ MC 13: Handles standards and other international usances ✓ BC 4: Is customer-orientated and able to imagine the user perspective and to adapt decisions 					

Dimension 2: e-Competences: Title + generic description	A.5. Systems Architecture The web content manager contributes to a formal approach to implement ICT technology is line with business requirements. He therefore identifies the components required, hardward software and technology platforms that need to be integrated to meet current and future needs of the product. He ensures that all technical aspects take account of interoperability scalability and usability. He defines the strategy to implement ICT technology according to business need.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels				Acts with wide ranging accountability to define the strategy to implement ICT technology compliant with business need, and accounting for the current technology platform, obsolescent equipment and latest technological innovations.		
Dimension 4: Knowledge and Skills according to CompTrain Framework	applications ✓ CC 11: App ✓ MC 14: Has	s, hardware, etc. dies content standar s knowledge of usabi				
Dimension 2: e-Competences: Title + generic description	manager organi or customer nee selects technical	ning and specifications the design of a de	ion process of the contact application in accordance of development, the application. He large user perspections	ordance with ICT installation and mintegrates an app	policy and user naintenance and lication within a	
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels				Manages and supervises correct integration of an application within a complex environment, integrating a large user perspective.		
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ TC 10: Knows how to optimize a site according to the requirements of search engines ✓ MC 3: Schedules working processes and prioritizes tasks independently (time management) ✓ MC 5: Develops / finds solutions and validates their relevance and their consequences ✓ MC 6: Analyses the relevance of choices ✓ MC 14: Has knowledge of usability research ✓ MC 16: Foresees the (further) development of multimedia-applications, software, websites etc. ✓ BC 1: Has Creativity and imagination 					

Dimension 2: e-Competences: Title + generic description	A.7. Technology Watching The web content manager contributes added value by making steps towards improvements in efficiency, productivity quality or competitiveness of the developed content module or application. He is able to envision and articulate the solutions of the future because of his knowledge of new and emerging technologies. He gives advice to the leadership teams concerning the business and technology.						
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels				Exploits wide ranging specialist knowledge of new and emerging technologies, coupled with a deep understanding of the business, to envision and articulate the solutions of the future. Provides expert guidance and advice, to the leadership teams in business and in technology, about potential innovations to support strategic decision making.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ BC 8: Is fan industry	niliar with the techn	ical trends / genera	al business culture o	of the branch /		
Dimension 1: e-Competence area	B. BUILD						
Dimension 2: e-Competences: Title + generic description	the required spead all functional ar	d Development engineers software necifications. He test	s singular units and	d the whole system	to ensure that		
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels				Handles complexity by developing standard procedures and architectures in support of cohesive product development.			

Dimension 4: Knowledge and Skills according to CompTrain Framework	 TC 2: Has programming skills for the (further) development of multimedia applications, software, websites etc. TC 6: Develops and manages databases CC 1: Drafts texts, clearly & concisely, with due regard for orthography & grammar in the native language CC 2: Drafts texts, clearly & concisely, with due regard for orthography & grammar in English BC 1: Has creativity and imagination BC 3: Knows to seek and classify information on the internet and elsewhere BC 4: Is customer-orientated and able to imagine the user perspective and to adapt decisions BC 6: Communicates with customers or within the company BC 7: Communicates in English or other foreign languages BC 11: Is sensitive and tactful in interpersonal interactions and in cross-cultural concerns BC 12: Is able to work in a team BC 13: Imparts / explains technical knowledge to others, has a sense of teaching BC 14: Has presentation and moderation skills BC 15: Is aware of the importance of details and precision (accurateness) 						
Dimension 2: e-Competences: Title + generic description	The web content proposed system To ensure intero he complies with	B.2. Systems Integration The web content manager specialist installs the hardware and software into an existing or proposed system. He creates an integration process and establishes internal standards. To ensure interoperability and integrity of the overall system functionality and reliability ne complies with established processes and procedures. He considers the specification, capacity and compatibility of existing and new modules.					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels				Exploits wide ranging specialist knowledge to create a process for the entire integration cycle, including the establishment of internal standards of practice. Provides leadership to marshal and assign resources for programmes of integration.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ BC 15: Is av	✓ BC 15: Is aware of the importance of details and precision (accurateness)					
Dimension 2: e-Competences: Title + generic description	customer usability and international components or states	ty requirements. I standards are respectively. Systems conforms he provides an	organise complex to these tests ensure to the expectation. In the period of the contract of the expectation and the contract of the contract o	hat all internal, external, externance of the By documenting all involved persons	new or revised nd reporting the		

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence	Level 1	Level 2		Level 4	Level 5		
proficiency levels			Exploits specialist knowledge to supervise complex testing programmes. Ensures tests and results are documented to provide input to subsequent process owners such as designers, users or maintainers. Accountable for compliance with testing procedures including a documented				
			audit trail.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	decisions	decisions					
Dimension 2: e-Competences: Title + generic description	He is involved field of activity hardware, soft He follows present solution from hincluding equipaligning work	B.4. Solution Deployment He is involved in the solution construction and the communication with the client. His field of activity includes the configuration (i.e. installation, upgrade, decommission) of hardware, software and the network to ensure the interoperability of system components. He follows predefined general standards of practice. The user gets a fully operational solution from him. He completes the documentation by recording all relevant information including equipment addresses, configuration and performance data. He gives advice on aligning work processes and procedures with software upgrades. But if required he also engages specialist resources (e.g. third party network providers).					
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5		
e-Competence proficiency levels			Accounts for own and others actions within solution provision activities including comprehensive communications with client. Exploits specialist knowledge to influence solution construction. Gives advice on aligning work processes and procedures with software upgrades.				
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ MC 16: Foresees the (further) development of multimedia applications, software, websites etc. ✓ TC 10: Knows how to optimize a site according to the requirements of search engines 						
Dimension 2: e-Competences: Title + generic description	He produces application. He and by describe responsible for	B.5. Technical Publications Development He produces different documents according to the requirement of the project or application. He prepares the presentation by selecting the appropriate style and media and by describing the different function and features. The web content manager is also responsible for the document-management system and the update and validation of the existing documentation.					

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels			Decides appropriate document format by analysing requirements and/or creating custom-made templates.		
Dimension 4: Knowledge and Skills according to CompTrain Framework	BC 15: Is aware	of the importance of	details and precis	sion (accurateness	

Dimension 1: e-Competence area	C. RUN					
Dimension 2: e-Competences: Title + generic description	After interpreti a solution dat are met, that	C.1. User support After interpreting user problems he issues the relevant information to the user. He creates a solution database to resolve incidents faster. He ensures that agreed service levels are met, that the support is available within user business hours and that the service and system performance is improved continually. He is also responsible for the budget management				
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5	
e-Competence proficiency levels			Manages others activities and is accountable for ensuring that agreed service levels are met. Plans resource allocation to ensure support is available within user business hours. Acts creatively, and seeks opportunities for continuous service improvement by analysing root causes. Manages costs to budget.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ CC 4: Kno ✓ BC 4: Is condecisions	 ✓ CC 4: Knows the communication rules on the Internet in a foreign language ✓ BC 4: Is customer-orientated and able to imagine the user perspective and to adapt decisions 				
Dimension 2: e-Competences: Title + generic description	schedules all no because of mu	support s and provides guidan nodifications of softward ltiple upgrades. He conditions and maintena	are or hardware to prontrols the application	revent an unpredi n of functional up	ctable outcome dates, software	

	T		T T		
Dimension 3: e-Competence	Level 1	Level 2	Level 3	Level 4	Level 5
proficiency levels			ensure integrity of the system by controlling the application of functional updates, software or hardware additions and maintenance activities. Scrupulously maintains records of system configuration and the schedule for proposed		
			changes.		
Dimension 4: Knowledge and Skills according to CompTrain Framework	BC 15: Is aware	of the importance	e of details and precis	ion (accurateness)	
Dimension 2: e-Competences: Title + generic description	communicates management to library and logs	these findings to ols such as Script all operational even	s systematically to his senior colleagues and Procedures. He ents. He ensures a sta itial service level failu	ues. He handles updates the opera	monitoring and tional document plication and ICT
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels		Acts systematically to analyse performance data and communicate findings to senior colleagues. Escalates potential service level failures and recommends actions to improve service performance.			
Dimension 4: Knowledge and Skills according to CompTrain Framework		le to analyse and s	solve problems rate culture, the const	traints of other dep	partments
Dimension 2: e-Competences: Title + generic description	System rapidly, these problems for human resources	lentify failures ar to resolve them or future analysis. s, tools and diagn	nd the root cause of and to prevent a red He meets emergency lostic equipment. He can be applied to eac	currence of them incidents by allocated constructs escalated	by documenting ating well trained

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
Pimension 4:	✓ BC 2: Is a	ole to analyse and solv	e problems	Provides leadership and is accountable for the entire problem management process. Schedules and ensures well trained human resources, tools, and diagnostic equipment are available to meet emergency incidents. Has depth of expertise to anticipate critical component failure and make provision for recovery with minimum downtime. Constructs escalation processes to ensure that appropriate resources can be applied to each incident.	
Knowledge and Skills according to CompTrain Framework	bC 2. IS al	ole to allaryse allu solv	e problems		

Dimension 1: e-Competence area	D. ENABLE				
Dimension 2: e-Competences: Title + generic description	He is responsible that influence expectations are the strategy. He quality. The we	D.2. ICT Quality Strategy Development He is responsible for the ICT quality management system. He identifies critical processes that influence the service delivery and product performance. He satisfies customer expectations and improves business performance by defining, improving and refining the strategy. He formulates objectives for service management and product and process quality. The web content manager leverages and authorises the application of external standards and best practices.			
Dimension 3:	Level 1	Level 2	_evel 3	Level 4	Level 5
e-Competence proficiency levels				Exploits wide ranging specialist knowledge to leverage and authorise the application of external standards and best practices.	
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 11: Develops and applies quality assurance strategy, rules and methods				
Dimension 2: e-Competences: Title + generic description	The web conterdefinition, the different training	D.3. Education and Training Provision The web content manager is responsible for the ICT training policy. That includes the definition, the implementation, the organisation, the structuring and scheduling of different training programmes and its evaluation. After the implementation he aspires to improvement and adaptation. He always considers training needs and organisation requirements.			
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels		Organises the identification of training needs; collates organisation requirements, identifies, selects and prepares schedule of training interventions.			
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ BC 13: Imparts / explains technical knowledge to others, has a sense of teaching ✓ BC 10: Is committed to corporate strategy, culture and objectives ✓ BC 12: Is able to work in a team ✓ BC 14: Has presentation and moderation skills 				
Dimension 2: e-Competences: Title + generic description	the process enh business value t requirements, s	e for the application ancement. He ensure to the organisation. Tupplier identification, ontract placement.	es a consistent pro hat means that he	curement procedure is responsible for	re that adds specification

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels				Provides leadership for the application of the organisations procurement policies and makes recommendations for process enhancement. Applies experience and procurement practice expertise to make ultimate purchasing decisions.	
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 7: Nego	otiates with, manage	s, directs, controls	subcontractors	
Dimension 2: e-Competences: Title + generic description	The web content of	posal Developmen t manager is respon- technical proposals sultative seller" by i	sible for the organ to meet custome	r solution requiren	nents ideally. He
Dimension 3: e-Competence proficiency levels	Level 1	Level 2		Interprets and influences customer needs and the reference business contexts, proposes consultancy projects, in order to provide the ideal customer solutions, i.e. behaves as a "consultative seller".	Level 5
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 9: Meas	sures and characteriz	zes audience and d	lraws conclusions	
Dimension 2: e-Competences: Title + generic description	are his fields of organisational plants delivery). He al	Management nmunication with the responsibility. He processes and ensure so maintains budget and safety standard	rovides and negotes the adherence to the integrity and che	iates a contract in to it (e.g. quality st	accordance with andards, time of

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels				Provides Leadership for supplier contract compliance and is the final escalation point for issue resolution.	
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ CC 5: Knows the basics of law in the field of activity (contract law, intellectual property rights) ✓ MC 7: Negotiates with, manages, directs, controls subcontractors 			tellectual	

Dimension 1: e-Competence area	E. MANAGE				
Dimension 2: e-Competences: Title + generic description	He interprets metrics to sup in the decision	He interprets market needs and the acceptance of products/services. He applies relevant metrics to support different departments (e.g. production, marketing, sales and distribution) in the decision-making process. He understands the global marketplace to identify and evaluate relevant inputs from the business, political and social context.			
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels				Acts with wide ranging accountability for the production of a long-term forecast. Understands the global marketplace, identifying and evaluating relevant inputs from the broader business, political and social context.	
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ MC 9: Measures and characterizes audience and draws conclusions ✓ MC 16: Foresees the (further) development of multimedia applications, software, websites etc. 				
Dimension 2: e-Competences: Title + generic description	E.2. Project and Portfolio Management He has knowledge of project management. That means that he is able to define activities, responsibilities, critical milestones, resources, skills needs, interfaces and budget. He is able to meet identified business needs by implementing new, internal or external defined processes. Sometimes he takes the overall responsibility for an ICT project (i.e. outcomes, finance, resource management, time management). He also creates and maintains documents to facilitate the monitoring of project progress.				

Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels				Exploits wide ranging skills in project management to work beyond project boundary; manages complex projects or programmes, including interaction with others; influences project strategy by proposing new or alternative solutions; takes overall responsibility for project outcomes, including finance and resource management; is empowered to revise rules and choose standards.	
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 3: Somanagen ✓ MC 5: Deconseque ✓ MC 6: An ✓ MC 8: Ma ✓ MC 12: M	velops / finds solutio	cesses and prioritized on and validates the ols a team es project	s tasks independent	, ,
Dimension 2: e-Competences: Title + generic description	constraints (i	nagement ts the risk manager ncluding technical, en fined risk management and containment pla	conomic and politicant policy and procedu	al issues) and the a	pplication of the
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels				Provides leadership to define and make applicable a policy for risk management by considering all the possible constraints, including technical, economic and political issues. Delegates assignments.	
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 6: An	ans budget alyzes the relevance derstands the corpor	-		artments

Dimension 2: e-Competences: Title + generic description	He is responsible or external provents a regular comment that all the need understood and	ider deploying an unication with the ds, concerns and	d complying with orga em and he is familiar was also complaints of the cordance with organi	nisational process with their environn ne client, partner	es. He maintains nent. He ensures and supplier are
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels				Provides leadership for large or many client relationships. Authorises investment in new and existing relationships. Leads the design of a workable procedure for maintaining positive business relationships.	
Dimension 4: Knowledge and Skills according to CompTrain Framework	 ✓ BC 6: Communicates with customers and within the company ✓ BC 7: Communicates in English and other foreign languages ✓ BC 8: Is familiar with the general technical trends / business culture of the branch / industry ✓ BC 10: Is committed to corporate strategy, culture and objectives ✓ BC 11: Is sensitive and tactful in interpersonal interactions and in cross-cultural concerns ✓ BC 12: Is able to work in a team ✓ BC 14: Has presentation and moderation skills 				
Dimension 2: e-Competences: Title + generic description	E.5. Process improvement The web content manager researches and benchmarks ICT processes. He evaluates, designs and implements process or technology changes systematically for measurable business benefit. He measures the effectiveness of existing ICT processes. He implements innovations and improvements to enhance competitiveness and efficiency. He persuades the senior management of potential changes.				
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels				Provides leadership and authorises implementation of innovations and improvements that will enhance competitiveness or efficiency. Demonstrates to senior management the business advantage of potential changes.	
Dimension 4: Knowledge and Skills according to CompTrain Framework	industry		neral technical trends		of the branch /

Dimension 2: e-Competences: Title + generic description	He is responsible continuous qual with respect to	ity improvement. I ICT strategy and t	ntation and assurance He plans and defines to review the perform for setting and excee	indicators to ma mance. He provide	nage the quality es leadership for
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
Pimension 4:	✓ MC 11: Dev	elons and annlies	quality assurance stra	Assesses and estimates the degree to which quality requirements have been met and provides leadership for quality policy implementation. Provides cross functional leadership for setting and exceeding quality standards.	ethods
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ MC 11: Dev	elops and applies of	quality assurance stra	ategy, rules and m	ethods
Dimension 2: e-Competences: Title + generic description	He assesses the can be deployed taken into account	to meet defined on the second that the defined the second the seco	IT solutions. He idented in the second second in the idented in the impact of the impa	. Structural and cu and maintains busi	ıltural issues are
Dimension 3:	Level 1	Level 2	Level 3	Level 4	Level 5
e-Competence proficiency levels			Evaluates change requirements and exploits specialist skills to identify possible methods and standards that can be deployed.		
Dimension 4: Knowledge and Skills according to CompTrain Framework	✓ BC 9: Unde	rstands the corpora	ate culture, the const	raints of other dep	partments

ANNEX

EQF-CODE MASTER LIST OF COMPETENCES

Technica	I competences
TC1	Creates graphic documents, layouts and web design
TC2	Has programming skills for the (further) development of multimedia-applications, software, websites, etc.
TC3	Maintains / updates an application, a site, a software, a computer, a network
TC4	Tests / validates an application, a software and submits a report
TC5	Documents a text, an application, the functions of a software / a website
TC6	Develops and manages databases
TC7	Manages the data-processing station (maintenance, updates, antivirus)
TC8	Manages a data-processing network (safety, right of access, daily maintenance)
TC9	Knows how to make use of search engines on the Internet
TC10	Knows how to optimize a site according to the requirements of search engines
TC11	Has user skills for the successful handling of multimedia-software, applications, hardware, etc.
TC12	Knows how to handle security aspects of a website / database / network
TC13	Knows how to integrate various components of an application / website
Content-	related competences
CC1	Drafts texts, clearly & concisely, with due regard for orthography & grammar in the native language
CC2	Drafts texts, clearly & concisely, with due regard for orthography & grammar in the foreign language
CC3	Knows the communication rules on the Internet in the native language
CC4	Knows the communication rules on the Internet in a foreign language
CC5	Knows the basics of law in the field of activity (contract law, intellectual property rights)
CC8	Handles design methods in content development
CC9	Creates 2D and/or 3D animations
CC10	Prepares content module
CC11	Applies content standards
CC12	Develops and applies a user behaviour evaluation system
CC13	Handles picture and graphic management softwares
CC14	Uses and applies visual, drawing, sculpting abilities
CC15	Processes and understands interactive virtual environments
CC16	Analyses different sources of information (Statistics, Polls,)
CC17	Designs complex applications for a specific environment
CC18	Understands theoretical background and development of media
Manager	nent competences
MC1	Conducts feasibility studies (technical, financial)
MC2	Plans budget
мсз	Schedules working processes and prioritizes tasks independently (time management)

MC4	Writes requirements specifications, technical specifications and reports (clear, precise and detailed)
MC5	Develops / finds solutions and validates their relevance and their consequences
MC6	Analyzes the relevance of choices (critical self-reflection)
MC7	Negotiates with, manages, directs, controls subcontractors
MC8	Manages, directs, controls a team
MC9	Measures and characterizes audience and draws appropriate conclusions
MC10	Is familiar with environment- and labour protection issues
MC11	Develops and applies quality assurance strategy, rules and methods
MC12	Manages and evaluates project
MC13	Handles standards and other international usances
MC14	Has knowledge of usability research
MC15	Has good knowledge of the principles of marketing / online marketing
MC16	Foresees the (further) development of multimedia-applications, software, websites etc.
MC17	Develops and applies information security strategy, rules and methods
Behaviour	al competences
BC1	Has creativity and imagination
BC2	Is able to analyse and solve problems
всз	Knows to seek and classify information on the Internet and elsewhere
BC4	Is customer-orientated and able to imagine the user perspective and to adapt decisions
BC5	Wins new customers and retains old ones
BC6	Communicates with customers or within the company
BC7	Communicates in English or other foreign languages
BC8	Is familiar with the technical trends / business culture of the branch / industry
BC9	Understands the corporate culture, the constraints of other departments
BC10	Is committed to corporate strategy, culture and objectives
BC11	Is sensitive and tactful in interpersonal interactions and in cross-cultural concerns
BC12	Is able to work in a team
BC13	Imparts / explains technical knowledge to others, has sense of teaching
BC14	Has presentation and moderation skills
BC15	Is aware of the importance of details and precision (accurateness)
BC16	Obeys ethic principles
BC17	Writes studies and scientific publications
BC18	Analyses human-computer interaction
BC19	Is aware of inclusive design methodologies (elderly, handicapped, etc.)

EQF Code project partners:

AME – Multimedia Jobs Association – France Association for Culture and Education (ACE) KIBLA – Slovenia European Multimedia Forum (EMF) – UK

GAIA – Spain

MATISZ – Hungary

md-pro – Germany

milestone – Austria

Swiss Media – Switzerland

WIFI – Austria

Coordination:

md-pro, Germany

Catalogue published by:

ACE KIBLA, Slovenia TOX Edition

For publisher: Aleksandra Kostič and Dejan Pestotnik

Graphics: Samo Lajtinger Print: Repro Point d.o.o. Year: 2010 www.kibla.org

The EQF Code project has been funded with support from the European Commission



and

The Swiss State Secretariat for Education and Research SER

http://www.ubique.org/eqfcode

Disclaimer:

This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.