PROFILE SHEET WSP-G3-001 "WEB COMMUNITY MANAGER"

G3 Web Skills Profiles - version 2.0
Generation 3 European ICT Professional Profiles

Appendix to the official specification of 30 June 2014

Current version:	http://www.skillprofiles.eu/stable/g3/en/v2/profiles/WSP-G3-001.pdf
Previous version:	http://www.skillprofiles.eu/stable/g3/en/v1/profiles/WSP-G3-001.pdf
Latest version:	http://www.skillprofiles.eu/stable/g3/en/profiles/WSP-G3-001.pdf
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Profile WSP-G3-001. Web Community Manager

This section is normative.

The profile sheet, listed below and described in appendix B, is an integral part of the document, "G3 Web Skills Profiles - version 2.0 - Generation 3 European ICT Professional Profiles", official specification of 30 June 2014" [WSPG3-03].

Profile WSP-G3-001	Web Community Manager
Summary statement	Professional position in the digital Marketing & Communication sector that manages virtual communities on the Web.
Mission	The Web Community Manager creates and helps strengthen relationships among members of a Web virtual community and between the community and the customer organization through effective communication within the group; in particular he or she promotes, controls, analyses, and evaluates the conversations that take place on various Web resources (Websites, blogs, social networks). He or she builds and manages relationships with online stakeholders. He or she may work as a freelancer, for specialized Web marketing agencies, or as part of an organization. In the latter case, the term Internal Community Manager is also often used in English. He or she is also known as a Community Manager.
Deliverables	**Accountable (A)** • Strategic community management plan. **Responsible (R)** • Document describing topic trends and related critical points and opportunities. **Contributor (C)** • Report on the produced assets and results obtained.
Main tasks	• Control, evaluate, and manage online conversations, always using the appropriate language for the medium used • Promote new topics for conversation/connection • Stimulate the productive involvement of users and stakeholders • Assume a role of institutional representative within the community • Evaluate online sentiment • Create periodic reports.
E-CF competences	• **B.1. Application Development:** Levels e-2, e-3.

	• **C.1. User Support:** Levels e-2, e-3. • **D.12. Digital Marketing:** Levels e-2, e-3. • **E.4. Relationship Management:** Level e-3.
Skills / Knowledge	**Technical** • Unconventional marketing. • Organization of online events (e.g. Chat, Webcast). • Technical Writing/Reporting. • Copyright management on the Internet. • Web content accessibility. • Marketing. • Web analytics. • Effective communication, mediation. **Informatics** • Mark-up and style sheets (e.g. XHTML, HTML and CSS). • Web publication tools (e.g. CMS, Blog and Editor). • Use of the primary Social Networks. **Strengthening** • Public relations. • Organization of offline events (e.g. Meeting, Camp).
Key Performance Indicators (KPIs)	• Audience engagement. • Advocacy impact. • Satisfaction score. • Topic trends.
Qualification / Certifications *(this section is informative)*	• Master's degree/Special training courses on the characteristics of Web communication and/or online community management. • University degree in: Communication sciences and technologies, Public and corporate communication, Journalism.
Attitudes (non ICT) *(this section is informative)*	**Interpersonal and Organizational** • Virtual group management. • Active listening and empathy. • Conflict management/Balance and stress management. • User/customer focus. • Problem solving. **Linguistic** • Good knowledge of the national language or the language used by the working group - minimum level: B1 QCER. • Good knowledge of spoken and written English - minimum level: B2 QCER.

Relationships / Reporting line *(this section is informative)*	**Interacts with:** • Web Account Manager • Search Engine Expert • Web Advertising Manager • Web Content Specialist • Web Accessibility Expert • Mobile Application Developer • Reputation Manager **Reports to:** • Digital Strategic Planner

Appendices

Appendix A. Glossary

Informational (informative)

for the purposes of information and not required for compliance.

Note: The content required for compliance is referred to as "normative".

normative

Required for obtaining compliance.

Note: Content listed as "informative" or "non-normative" is never necessary for compliance.

Annex B. Profile sheet structure

The Web skills profiles are identified by an unambiguous code and are structured in reference to paragraph 4.2 of the CWA CEN document, "European ICT Professional Profiles" [CWA-01] updated upon European e-Competence Framework 3.0 [CWA-02].

- **Profile Title.** Name - including the identification code - of the Web skill profile according to the unambiguous international catalogue from the IWA/HWG.

- **Summary statement.** Lists the primary purpose of the profile. The purpose is to give all stakeholders and users a brief, concise description of the specified Web skill profile, written in a form understandable by ICT professionals, managers, and Human Resources staff.

- **Mission.** Describes the basic assignment of the profile. The purpose is to specify the working role defined in the Web Skill Profile.

- **Deliverables**. Describes the documents produced by the job description as accountable (guarantee), responsible (support), and contributor (contribution).

- **Main tasks.** Provides a list of typical tasks carried out by the profile. A task is an action undertaken to achieve a result in a broadly defined context and contributing to the definition of the profile.

- **E-CF competences.** Provides a list of the skills necessary (taken from the e-CF references) to carry out the assignment. A skill is the outcome of the previous definition of the Profile and helps to differentiate profiles.

- **Skills / knowledge.** A list of abilities and knowledge necessary for the definition of the profile, subdivided into technical, informatics, and strengthening (improving abilities for the profile).

- **Key Performance Indicators (KPIs)**. Based on KPI (Key Performance Indicators), the area of application of the KPI is a more generic indicator, consistent with the grade level of the overall profile. It applies for adding depth to the assignment.

- **Qualification / Certifications.** These are the recommended, but not essential, qualifications and certifications for carrying out the activities in the profile. However, these qualifications and certifications may be used for developing knowledge of specific skills within the profile. This section is for informational purposes.

- **Attitudes (non ICT)**. A list of aptitudes supporting the abilities and knowledge, subdivided into interpersonal/organizational and linguistic. This section reports references to the QCER [CE-01], which promotes the understanding of specific language certifications. This section is for informational purposes.

- **Relationships / Reporting line**. A list of Web skills profiles and not with whom the profile discusses (relationships) or reports (reporting lines). This section is for informational purposes.

Annex C. References

[CC-01]	**Creative Commons** *Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)* http://creativecommons.org/licenses/by-sa/4.0/deed
[CE-01]	**Council of Europe** *Common European Framework of Reference for Languages: Learning, Teaching, Assessment (CEFR)* (January 2002) http://www.coe.int/t/dg4/linguistic/CADRE_EN.asp
[CWA-01]	**CEN (European Committee for Standardization)** *CWA 16458:2012 European ICT Professional Profiles updated by e -CF version 3.0 competences* (March 2014) http://relaunch.ecompetences.eu/wp-content/uploads/2013/12/EU_ICT_Professional_Profiles_CWA_updated_by_e_CF_3.0.pdf
[CWA-02]	**CEN (European Committee for Standardization)** *CWA 16234:2014 Part 1. European e-Competence Framework 3.0. A common European Framework for ICT Professionals in all industry sectors* (March 2014) http://ecompetences.eu/wp-content/uploads/2014/02/European-e-Competence-Framework-3.0_CEN_CWA_16234-1_2014.pdf
[WSPG3-01]	**IWA (International Webmasters Association)** *G3 Web Skills Profiles - version 2.0 Generation 3 European ICT Professional Profiles Official specification of 30 June 2014 (English version)* http://www.skillprofiles.eu/stable/g3/en/2013-06-30.pdf