SkillProfiles.eu

PROFILE SHEET WSP-G3-002
"WEB PROJECT 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-G3-002.pdf
Previous version:	http://www.skillprofiles.eu/stable/g3/en/v1/profiles/WSP-G3-002.pdf
Latest version:	http://www.skillprofiles.eu/stable/g3/en/profiles/WSP-G3-002.pdf

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Profile WSP-G3-002. Web Project 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-G3-002	Web Project Manager
Summary statement	Professional position that handles the daily management of activities associated with a Web project. He or she is the project director and must ensure the achievement of the project objectives while maximizing operating results, economic results, and customer satisfaction.
Mission	The Web Project Manager is a Project Manager specializing in the Web environment who efficiently handles the daily project operations, with the duty of meeting the project objectives agreed upon with the purchasers. He or she is responsible for the project and is the one who defines, plans, and coordinates the project activities. He or she continuously monitors time, costs, quality, environment, risks, and the achievement of the expected results. In some cases, he or she also performs the role of Team Manager for the project group, and in this case must motivate the team and coordinate it by delegating the various tasks. The Web Project Manager may be either an employee of the customer, or an employee of an external company responsible for managing the project.
Deliverables	**Accountable (A)** • Pre-project documentation (e.g. Description, Approach, Terms of Reference). • Project inception documentation (e.g. Plans, Inspections, Schedules). • Documentation on the Progress of the Project (e.g. Progress Reports, Records, Additional Plans). • Project Completion Documentation (e.g. Completion Report, Operation Manual). • Accounting documents. **Responsible (R)** • Project Technical Documentation. **Contributor (C)**

	• Quality Plan. • Operation Manual.
Main tasks	• Planning and monitoring the project in relation to business objectives, including managing risks, unexpected events, and changes. • Managing communication and the flow of information both within the team and to/from the outside. • Ensuring compliance with agreed upon specifications for cost, time, and quality. • Organizing and coordinating the project team, managing/authorizing any potential proxies. • Managing supplies and subcontractors.
E-CF competences	• **A.4. Product / Service Planning:** Level e-4. • **D.12. Digital Marketing:** Level e-4. • **E.2. Project and Portfolio Management:** Level e-4. • **E.3. Risk Management:** Level e-3. • **E.4. Relationship Management:** Level e-3. • **E.7. Business Change Management:** Level e-3.
Skills / Knowledge	**Technical** • Planning, estimation and management of costs, resources, and time. • Project Management and Communication methods and processes ISO/DIS 21500, PRINCE2, PMBOK). • General technical knowledge of Web environment for understanding and conducting the activities within a Web project. • Product delivery framework (e.g. SCRUM, Extreme Programming, DSDM® Atern). • Laws and reference standards for the project context (e.g. Accessibility, Personal data protection). **Informatics** • Use of word processing, calculation, and presentation software. • Knowledge of project management software is recommended. • Knowledge of group, including virtual, management software is recommended. **Strengthening** • Web Content Accessibility. • Web Usability and Wayfinding. • Knowledge of both hardware and software IT architectures.

Key Performance Indicators (KPIs)	• Percentage difference from objectives for timeliness, cost, quality, environment, and expected results. • Percentage of human resources committed. • Percentage of rework.

Qualification / Certifications
(this section is informative)
	• Traditional Project Management knowledge, skills, and methods:
	  o PRINCE2® (PRojects IN Controlled Environments) Foundation and Practitioner levels issued by APMG;
	  o ISIPM® - Database issued by the "IStituto Italiano di Project Management" (Italian Institute for Project Management);
	  o CAPM® and PMP® (Certified Associate in Project Management / Project Management Professional) issued by the Project Management Institute;
	  o IPMA levels C, B and A issued by the International Project Management Association/Associazione Nazionale IMPiatistica Industriale).
	• Agile Project Management knowledge, skills, and methods:
	  o AgilePM® Foundation and Practitioner levels issued by the APMG;
	  o DSDM® Foundation and Advanced Practitioner levels issued by the DSDM® Consortium;
	  o PMI-ACP (Agile Certified Professional) issued by the Project Management Institute.
	• Agile Delivery Methods or Framework:
	  o CSM (Certified Scrum Master) issued by the Scrum Alliance®;
	  o PSM (Professional Scrum Master) level I issued by scrum.org.

Attitudes (non ICT) *(this section is informative)*	**Interpersonal and Organizational** • Organizational, management, and interpersonal skills. • Problem solving. • Effective communication. • Leadership. • Negotiation. • Conflict management. • Customer and results orientation. • Stress management. • Excellent skills in planning and scheduling in consideration of objectives and deadlines. **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 Advertising Manager • Web Business Analyst • Web Community Manager • Web DB Administrator • E-commerce Specialist • Frontend Web Developer • Information Architect • Knowledge Manager • Mobile Application Developer • Online Store Manager • Reputation Manager • Search Engine Expert • Server Side Web Developer • User Experience Designer • Web Accessibility Expert • Web Account Manager • Web Content Specialist • Web Security Expert • Web Server Administrator • Data Scientist **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