PROFILE SHEET WSP-G3-003
"WEB ACCOUNT 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-G3-003.pdf
Previous version:	http://www.skillprofiles.eu/stable/g3/en/v1/profiles/WSP-G3-003.pdf
Latest version:	http://www.skillprofiles.eu/stable/g3/en/profiles/WSP-G3-003.pdf
Editor:	▪ Pasquale Popolizio (Group coordinator IWA Italy - Web Skills Profiles) ▪ Roberto Scano (President IWA Italy) ▪ Manuela Vecchio

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Profile WSP-G3-003. Web Account 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-G3-003	Web Account Manager
Summary statement	Professional position responsible for managing prospective (potential) and/or loyal customers for a Web-oriented organization, and monitoring customer satisfaction.
Mission	The Web Account Manager is part of the Web Marketing & Accounting sector. With increased competition among organizations and greater attention to sales quality, The Web Account Manager has the delicate but fundamental duty of translating customer requirements - new and/or existing - into objectives for the organization. In particular, he or she must manage negotiations and business relations to promote the sale of products and/or services on the Internet and is responsible for meeting sales targets and maintaining margins.
Deliverables	**Accountable (A)** • Strategic sales plan. **Responsible (R)** • Business relationships. **Contributor (C)** • Sales forecasts. • Technical proposals. • Production forecasts.
Main tasks	• Ensure overall customer satisfaction with the products and/or services through effective communication, problem and conflict resolution, and the proposal of new sales agreements. • Study the Web-based market and its trends, products, and purchasing behaviors in order to identify and propose new products and/or services to the customer. • Be the primary point of contact for the customer's management. • Make value presentations for products and/or services. • Conduct negotiations to establish advantageous contracts

	- with customers. - Present periodic reports on the activities carried out until the close of the order. - Improve and enhance business relations.
E-CF competences	- **A.3. Business Plan Development:** Level e-3. - **C.1. User Support:** Level e-3. - **D.7. Sales Management:** Level e-5. - **D.12. Digital Marketing:** Level e-4. - **E.2. Project and Portfolio Management:** Level e-3. - **E.4. Relationship Management:** Level e-4.
Skills / Knowledge	**Technical** - Use of Customer Relationship Management - CRM - systems. - In-depth knowledge of the Web-oriented market and multimedia communication. - Knowledge of corporate marketing and presentations. - Communication techniques. **Informatics** - Excellent knowledge of common operating systems as well as word processing, calculation, and presentation applications. - Knowledge of the main applications for statistical analysis of market trends. - Basic technical training in the Web environment. **Strengthening** - Coordination skills. - Management of complex situations.
Key Performance Indicators (KPIs)	- Achievement of sales quotas. - Volume, receipts, profits. - Budget management skills.
Qualification / Certifications *(this section is informative)*	- Master's degree/Training courses in marketing with in-depth analysis of the Web sector.
Attitudes (non ICT) *(this section is informative)*	**Interpersonal and Organizational** - Excellent communication skills and negotiation and mediation abilities. - Conflict management. - Problem solving. - Teamwork. - Spirit of initiative.

	Linguistic • Good knowledge of the national language or the language used by the working group - minimum level: B1 QCER. • Excellent knowledge of the English language - minimum level: C1 QCER, technical and economic language in particular. • Excellent knowledge of another language preferred (European and other).
Relationships / Reporting line *(this section is informative)*	**Interacts with:** • Web Business Analyst • E-commerce Specialist • Web Content Specialist **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