# PROFILE SHEET WSP-G3-008 "WEB ADVERTISING MANAGER"

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

Appendix to the official specification of 30 June 2014

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| **Current version:** | http://www.skillprofiles.eu/stable/g3/en/v2/profiles/WSP-G3-008.pdf |
| **Previous version:** | http://www.skillprofiles.eu/stable/g3/en/v1/profiles/WSP-G3-008.pdf |
| **Latest version:** | http://www.skillprofiles.eu/stable/g3/en/profiles/WSP-G3-008.pdf |
| **Editor:** | ▪ Pasquale Popolizio (Group coordinator IWA Italy - Web Skills Profiles)<br>▪ Roberto Scano (President IWA Italy) |

## Copyright

# Table of Contents

# Profile WSP-G3-008. Web Advertising 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-G3-008 | Web Advertising Manager |
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| Summary statement | Professional position that plans and coordinates the entire promotion process, from the conception and preparation of Web advertising campaigns to the sale of products and/or services related to advertising activities, analyzing the costs and benefits of promotional activities. |
| Mission | The Web Advertising Manager encourages sales to customers using the Web: former customers, loyal customers, or new customers. The Web Advertising Manager defines the nature of the promotional campaigns in relation to the most suitable means of communication for the purpose of obtaining the widest distribution of the promotional information. To obtain the greatest possible benefit, the Web Advertising Manager will first identify the "target" for the promotional campaign in relation to the type and quantity of recipients for the information. After the launch of the campaign, he or she assesses the benefits in relation to the costs and to so-called "leads" (e.g. purchase of new property, launch of services, etc.). |
| Deliverables | **Accountable (A)**<br>• Strategic advertising document and related budget.<br>• Operating plan for the advertising campaign.<br>• Sales materials and media kit.<br><br>**Responsible (R)**<br>• Relationships with advertising targets.<br><br>**Contributor (C)**<br>• Forecast of costs and benefits.<br>• Technical proposals. |
| Main tasks | • Manage communication with customers, maintain and develop loyalty.<br>• Develop the advertising strategy from the business, technical, and sales points of view.<br>• Plan and conduct campaigns.<br>• Promote and sign contracts with sponsors and agencies.<br>• Manage the group of advertising sales agents. |

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| | • Conduct market research and carry out media buying. |
| **E-CF competences** | • **A.1. IS and Business Strategy Alignment:** Levels e-4, e-5.<br>• **A.3. Business Plan Development:** Levels e-4, e-5.<br>• **B.5. Documentation Production:** Level e-3.<br>• **C.3. Service Delivery:** Level e-3.<br>• **D.12. Digital Marketing:** Level e-3.<br>• **E.4. Relationship Management:** Level e-4. |
| **Skills / Knowledge** | **Technical**<br>• Conventional and alternative positioning and marketing.<br>• Product branding.<br>• Budget and expense plan development.<br>• Multi-channel campaign planning and management.<br>• Online content publication platforms.<br>• Basic statistical skills.<br><br>**Informatics**<br>• Excellent knowledge of common operating systems as well as word processing, calculation, presentation, email, and online conferencing applications.<br>• Excellent knowledge of the main free (Analog, Webalizer, SnowPlow...) and cloud Web Analytics systems (Google Analytics, Webtrends, etc.).<br>• Knowledge of the main applications for statistical analysis of market trends.<br>• Basic technical training in the Web environment.<br><br>**Strengthening**<br>• Advanced statistical skills (Exploratory Data Analysis, Network analysis).<br>• Good knowledge of SEO/SEM topics. |
| **Key Performance Indicators (KPIs)** | • Sales over the period; conversions.<br>• Consumer brand awareness; consumer product awareness.<br>• Number of opt-ins; type of opt-ins.<br>• Consumer engagement.<br>• Consumer conversations, likes, recommendations. |
| **Qualification / Certifications** <br>*(this section is informative)* | • Master's degree/Special training courses on the characteristics of Web communication.<br>• University degree in: Communication sciences and technologies, Public and corporate communication, Management Engineering, Computer science with a management specialization. |
| **Attitudes (non ICT)** | **Interpersonal and Organizational** |

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| *(this section is informative)* | <ul><li>Excellent communication and interpersonal skills.</li><li>Team leadership, executive reporting.</li><li>Project management skills.</li></ul>**Linguistic**<ul><li>Good knowledge of the national language or the language used by the working group - minimum level: B1 QCER.</li><li>Excellent knowledge of the English language - minimum level: C1 QCER.</li></ul> |
| **Relationships / Reporting line**<br>*(this section is informative)* | **Interacts with:**<ul><li>Web Community Manager</li><li>E-commerce Specialist</li><li>Mobile Application Developer</li><li>Reputation Manager</li><li>User Experience Designer</li><li>Web Account Manager</li><li>Web Content Specialist</li><li>Web Project Manager</li></ul>**Reports to:**<ul><li>Digital Strategic Planner</li></ul> |

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