



# PROFILE SHEET WSP-G3-011 “WEB CONTENT SPECIALIST”

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-G3-011.pdf>

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**Previous version:** <http://www.skillprofiles.eu/stable/g3/en/v1/profiles/WSP-G3-011.pdf>

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**Latest version:** <http://www.skillprofiles.eu/stable/g3/en/profiles/WSP-G3-011.pdf>

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## Profile WSP-G3-011. Web Content Specialist

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-G3-011	Web Content Specialist
<b>Summary statement</b>	Professional position between the Digital Communication and Marketing sectors. He or she manages content for a Website.
<b>Mission</b>	The Web Content Specialist is directly responsible for producing effective content, both text and multimedia, for a Web resource. He or she therefore has basic responsibility for the platform hosting the content (Website, social network, blog, interface) and the target (users). He or she monitors the usability of the site with customer satisfaction tools. He or she may be freelance or part of a public or private organization.
<b>Deliverables</b>	<p><b>Accountable (A)</b></p> <ul style="list-style-type: none"> <li>• Text and multimedia content creation.</li> </ul> <p><b>Responsible (R)</b></p> <ul style="list-style-type: none"> <li>• Evaluation of content implementation opportunities and elimination of critical situations.</li> </ul> <p><b>Contributor (C)</b></p> <ul style="list-style-type: none"> <li>• Content management, writing, updating, modifications.</li> </ul>
<b>Main tasks</b>	<ul style="list-style-type: none"> <li>• Create Text and multimedia content.</li> <li>• Control and monitor compliance with standards.</li> <li>• Optimize usability.</li> <li>• Ensure compliance with legal and privacy regulations and environmental commitments.</li> </ul>
<b>E-CF competences</b>	<ul style="list-style-type: none"> <li>• <b>C.3. Service Delivery:</b> Level e-3.</li> <li>• <b>D.12. Digital Marketing:</b> Level e-4.</li> <li>• <b>E.4. Relationship Management:</b> Level e-4.</li> <li>• <b>E.6. ICT Quality Management:</b> Level e-4.</li> </ul>
<b>Skills / Knowledge</b>	<p><b>Technical</b></p> <ul style="list-style-type: none"> <li>• Multimedia content editing and post production.</li> <li>• Graphic editing applications.</li> <li>• Laws on privacy, copyright, and all legal requirements.</li> <li>• Marketing and public relations.</li> </ul>

	<p><b>Informatics</b></p> <ul style="list-style-type: none"> <li>• Mark-up and style sheet languages (e.g. XHTML, HTML, XML, CSS).</li> <li>• Operating systems for mobile or portable devices.</li> <li>• ISO/IEC 40500:2012 - Information technology -- W3C Web Content Accessibility Guidelines (WCAG) 2.0.</li> </ul> <p><b>Strengthening</b></p> <ul style="list-style-type: none"> <li>• Cultural knowledge.</li> <li>• Advanced marketing and communication knowledge.</li> </ul>
<p><b>Key Performance Indicators (KPIs)</b></p>	<ul style="list-style-type: none"> <li>• Fully operational Web Components</li> <li>• Appropriate content legibility indices.</li> </ul>
<p><b>Qualification / Certifications</b> <i>(this section is informative)</i></p>	<ul style="list-style-type: none"> <li>• Specialization, master’s degree, or courses in Web Content Management, Web writing.</li> </ul>
<p><b>Attitudes (non ICT)</b> <i>(this section is informative)</i></p>	<p><b>Interpersonal and Organizational</b></p> <ul style="list-style-type: none"> <li>• User/customer focus.</li> <li>• Problem solving.</li> <li>• Work group management - team leader.</li> <li>• Customer relations management.</li> <li>• Good general cultural knowledge.</li> </ul> <p><b>Linguistic</b></p> <ul style="list-style-type: none"> <li>• Good knowledge of the national language or the language used by the working group - minimum level: B1 QCER.</li> <li>• Good knowledge of spoken and written English - minimum level: C1 QCER.</li> </ul>
<p><b>Relationships / Reporting line</b> <i>(this section is informative)</i></p>	<p><b>Interacts with:</b></p> <ul style="list-style-type: none"> <li>• Web Community Manager</li> <li>• Reputation Manager</li> <li>• Search Engine Expert</li> <li>• Web Accessibility Expert</li> <li>• Web Project Manager</li> <li>• Augmented Reality Expert</li> </ul> <p><b>Reports to:</b></p> <ul style="list-style-type: none"> <li>• Web Account Manager</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]	<b>Creative Commons</b> <i>Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)</i> <a href="http://creativecommons.org/licenses/by-sa/4.0/deed">http://creativecommons.org/licenses/by-sa/4.0/deed</a>
[CE-01]	<b>Council of Europe</b> <i>Common European Framework of Reference for Languages: Learning, Teaching, Assessment (CEFR) (January 2002)</i> <a href="http://www.coe.int/t/dg4/linguistic/CADRE_EN.asp">http://www.coe.int/t/dg4/linguistic/CADRE_EN.asp</a>
[CWA-01]	<b>CEN (European Committee for Standardization)</b> <i>CWA 16458:2012 European ICT Professional Profiles updated by e -CF version 3.0 competences (March 2014)</i> <a href="http://relaunch.ecompetences.eu/wp-content/uploads/2013/12/EU_ICT_Professional_Profiles_CWA_updated_by_e_CF_3.0.pdf">http://relaunch.ecompetences.eu/wp-content/uploads/2013/12/EU_ICT_Professional_Profiles_CWA_updated_by_e_CF_3.0.pdf</a>
[CWA-02]	<b>CEN (European Committee for Standardization)</b> <i>CWA 16234:2014 Part 1. European e-Competence Framework 3.0. A common European Framework for ICT Professionals in all industry sectors (March 2014)</i> <a href="http://ecompetences.eu/wp-content/uploads/2014/02/European-e-Competence-Framework-3.0_CEN_CWA_16234-1_2014.pdf">http://ecompetences.eu/wp-content/uploads/2014/02/European-e-Competence-Framework-3.0_CEN_CWA_16234-1_2014.pdf</a>
[WSPG3-01]	<b>IWA (International Webmasters Association)</b> <i>G3 Web Skills Profiles - version 2.0 Generation 3 European ICT Professional Profiles Official specification of 30 June 2014 (English version)</i> <a href="http://www.skillprofiles.eu/stable/g3/en/2013-06-30.pdf">http://www.skillprofiles.eu/stable/g3/en/2013-06-30.pdf</a>