

## PROFILE SHEET WSP-G3-014 “DIGITAL STRATEGIC PLANNER”

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-G3-014.pdf>

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**Previous version:** <http://www.skillprofiles.eu/stable/g3/en/v1/profiles/WSP-G3-014.pdf>

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**Latest version:** <http://www.skillprofiles.eu/stable/g3/en/profiles/WSP-G3-014.pdf>

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## Profile WSP-G3-014. Digital Strategic Planner

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].

<b>Profile WSP-G3-014</b>	<b>Digital Strategic Planner</b>
<b>Summary statement</b>	Professional position that supports the management of an organization in making strategic choices related to presence and activity on the Net and on the Web.
<b>Mission</b>	The Digital Strategic Planner must understand an organization's true needs and requirements for presence and activity on the Internet and Web. He or she supports the strategic choices made by top management and provides operating input to the other professional positions involved in the process.
<b>Deliverables</b>	<p><b>Accountable (A)</b></p> <ul style="list-style-type: none"> <li>Strategic planning.</li> </ul> <p><b>Responsible (R)</b></p> <ul style="list-style-type: none"> <li>Benchmarking analyses.</li> <li>Operating plans.</li> </ul> <p><b>Contributor (C)</b></p> <ul style="list-style-type: none"> <li>Business analyses.</li> </ul>
<b>Main tasks</b>	<ul style="list-style-type: none"> <li>Build strategies to be followed on the Internet and Web.</li> <li>Plan activities to be carried out on the Internet and Web.</li> <li>Conduct benchmarking analyses.</li> <li>Create periodic reports on the progress of the activities and results obtained.</li> <li>Conduct training activities within the organization to develop awareness of the strategies and activities carried out on the Web and Internet.</li> </ul>
<b>E-CF competences</b>	<ul style="list-style-type: none"> <li><b>A.1. IS and Business Strategy Alignment:</b> Levels e-4, e-5.</li> <li><b>A.3. Business Plan Development:</b> Levels e-4, e-5.</li> <li><b>A.7. Technology Trend Monitoring:</b> Levels e-4, e-5.</li> <li><b>A.9. Innovating:</b> Levels e-4, e-5.</li> <li><b>D.3. Education and Training Provision:</b> Level e-3.</li> <li><b>D.12. Digital Marketing:</b> Level e-4.</li> </ul>
<b>Skills / Knowledge</b>	<b>Technical</b>

	<ul style="list-style-type: none"> <li>• Planning.</li> <li>• Human resources management.</li> <li>• Complete perspective on the technologies and applications present on the Internet and Web.</li> </ul> <p><b>Informatics</b></p> <ul style="list-style-type: none"> <li>• Use of word processing, calculation, and presentation software.</li> </ul> <p><b>Strengthening</b></p> <ul style="list-style-type: none"> <li>• Web Usability.</li> <li>• ISO/IEC 40500:2012 - Information technology -- W3C Web Content Accessibility Guidelines (WCAG) 2.0.</li> </ul>
<p><b>Key Performance Indicators (KPIs)</b></p>	<ul style="list-style-type: none"> <li>• Gaps between established objectives and results obtained.</li> </ul>
<p><b>Qualification / Certifications</b> <i>(this section is informative)</i></p>	<ul style="list-style-type: none"> <li>• Master’s degree/courses in on- and offline marketing and communication.</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>• Excellent planning and scheduling skills.</li> <li>• Problem Solving.</li> <li>• Effective communication.</li> <li>• Leadership.</li> <li>• Conflict management.</li> <li>• Customer and results orientation.</li> <li>• Stress management.</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: C1 QCER.</li> <li>• Good knowledge of the English language - minimum level: B2 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 Advertising Manager</li> <li>• Web Business Analyst</li> <li>• Web Community Manager</li> <li>• Web DB Administrator</li> <li>• E-commerce Specialist</li> <li>• Frontend Web Developer</li> <li>• Information Architect</li> <li>• Knowledge Manager</li> <li>• Mobile Application Developer</li> <li>• Online Store Manager</li> <li>• Reputation Manager</li> </ul>

- Search Engine Expert
- Server Side Web Developer
- User Experience Designer
- Web Accessibility Expert
- Web Account Manager
- Web Content Specialist
- Web Project Manager
- Web Security Expert
- Web Server Administrator
- Augmented Reality Expert
- Data Scientist

**Reports to:**

- Corporate staff positions (Marketing, Sales, Communication) or directly to the Board of Directors

## 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

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[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>