

PROFILE SHEET WSP-G3-018 “E-COMMERCE 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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Profile WSP-G3-018. E-Commerce 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-G3-018	E-Commerce Specialist
Summary statement	Professional position with expertise in standards, technologies, and activities related to electronic commerce.
Mission	The E-commerce Specialist is responsible for understanding customer requirements and planning the implementation of appropriate electronic commerce solutions by interacting with other Web and offline professionals, with embedded systems management, merchants, payment gateways, and third parties.
Deliverables	<p>Accountable (A)</p> <ul style="list-style-type: none"> Integrated e-commerce plan. <p>Responsible (R)</p> <ul style="list-style-type: none"> Technical implementation necessary for e-commerce service distribution systems. <p>Contributor (C)</p> <ul style="list-style-type: none"> Inspection report on the proper operation of e-commerce procedures.
Main tasks	<ul style="list-style-type: none"> Design integrated e-commerce systems. Select e-commerce applications and define proposed agreements with third parties. Develop components for e-commerce applications. Implement customer support solutions. Adapt documentation to product functionalities. Provide support in the testing phase and later phases. Debug applications and suggest improvements.
E-CF competences	<ul style="list-style-type: none"> A.4. Product / Service Planning: Levels e-2, e-3. B.1. Application Development: Levels e-2, e-3. B.3. Testing: Level e-1. D.5. Sales Proposal Development: Level e-2. D.12. Digital Marketing: Level e-3. E.7. Business Change Management: Level e-4.
Skills / Knowledge	Technical

	<ul style="list-style-type: none"> • Identification of customer requirements. • Marketing techniques applied to electronic commerce. <p>Informatics</p> <ul style="list-style-type: none"> • Knowledge of e-commerce platforms from a functional point of view. • Knowledge of interface usability issues. <p>Strengthening</p> <ul style="list-style-type: none"> • Understanding and use of Secure Electronic Transactions (SET) encryption standards. • In-depth knowledge of online gateway systems.
<p>Key Performance Indicators (KPIs)</p>	<ul style="list-style-type: none"> • Steps necessary for completing orders. • Optimization of sales management (e.g. warehouse, sales, returns, etc.). • Increase in sales.
<p>Qualification / Certifications <i>(this section is informative)</i></p>	<ul style="list-style-type: none"> • “CIW (Certified Internet Web Professional) - E-Commerce Specialist” Certification.
<p>Attitudes (non ICT) <i>(this section is informative)</i></p>	<p>Interpersonal and Organizational</p> <ul style="list-style-type: none"> • Ability to interact with various corporate positions (sales, logistics, product, etc.). • Ability to understand customer requirements and transfer them to the e-commerce system. <p>Linguistic</p> <ul style="list-style-type: none"> • Good knowledge of the national language or the language used by the working group - minimum level: C1 QCER. • Good knowledge of the English language - minimum level: B2 QCER.
<p>Relationships / Reporting line <i>(this section is informative)</i></p>	<p>Interacts with:</p> <ul style="list-style-type: none"> • User Experience Designer • Web Business Analyst • Web DB Administrator • Information Architect • Web Accessibility Expert • Web Security Expert • Mobile Application Developer • Online Store Manager <p>Reports to:</p> <ul style="list-style-type: none"> • Web Account Manager • Web Project Manager

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]	Council of Europe <i>Common European Framework of Reference for Languages: Learning, Teaching, Assessment (CEFR) (January 2002)</i> http://www.coe.int/t/dg4/linguistic/CADRE_EN.asp
[CWA-01]	CEN (European Committee for Standardization) <i>CWA 16458:2012 European ICT Professional Profiles updated by e -CF version 3.0 competences (March 2014)</i> 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) <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> 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) <i>G3 Web Skills Profiles - version 2.0 Generation 3 European ICT Professional Profiles Official specification of 30 June 2014 (English version)</i> http://www.skillprofiles.eu/stable/g3/en/2013-06-30.pdf