



PROFILE SHEET WSP-G3-019 “ONLINE STORE 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-G3-019.pdf>

Previous version: <http://www.skillprofiles.eu/stable/g3/en/v1/profiles/WSP-G3-019.pdf>

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Profile WSP-G3-019. Online Store 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-G3-019	Online Store Manager
Summary statement	Professional position responsible for the "statement of profit and loss for the online shop", selection, merchandising activities, and in-store promotions.
Mission	The Online Store Manager helps generate value for the company in order to meet its objectives through online electronic commerce with the positioning that it has chosen as part of the relationship between the digital and physical channels.
Deliverables	<p>Accountable (A)</p> <ul style="list-style-type: none"> • Sales strategy definition and implementation. <p>Responsible (R)</p> <ul style="list-style-type: none"> • Report on the achievement of project objectives. <p>Contributor (C)</p> <ul style="list-style-type: none"> • Report on customer assistance activities.
Main tasks	<ul style="list-style-type: none"> • Manage the e-commerce site from the sales and operating point of view. • Carry out Web marketing operations to improve sales • Conduct user loyalty initiatives and stimulate word of mouth. • Select a strategy and implement it as part of the selection, sales, promotional policy, and online promotion activities for the e-commerce site. • Work together with the other corporate sales, marketing, communication, and administrative positions. • Pursue the objectives of the e-commerce plan by managing one or more Web marketing channels. • Manage customer contact in the phases related to the digital relationship with the company.
E-CF competences	<ul style="list-style-type: none"> • A.2. Service Level Management: Level e-3 • C.1. User Support: Level e-2. • C.3. Service Delivery: Level e-2. • C.4. Problem Management: Level e-3.

	<ul style="list-style-type: none"> • D.6. Channel Management: Levels e-3, e-4. • D.12. Digital Marketing: Levels e-3, e-4.
Skills / Knowledge	<p>Technical</p> <ul style="list-style-type: none"> • Knowledge of the e-commerce platforms used. • Knowledge of Web and digital marketing tools. • Inventory management. • Operations and logistics management. <p>Informatics</p> <ul style="list-style-type: none"> • Knowledge of Web communication principles (content publication). <p>Strengthening</p> <ul style="list-style-type: none"> • Knowledge of market strategy.
Key Performance Indicators (KPIs)	<ul style="list-style-type: none"> • Online sales. • Statement of profit and loss for e-commerce activity, including social and mobile environments. • Growth of e-commerce sales in relation to the market • Customer satisfaction indices.
Qualification / Certifications <i>(this section is informative)</i>	<ul style="list-style-type: none"> • Experience in e-commerce. • E-commerce and digital marketing training courses.
Attitudes (non ICT) <i>(this section is informative)</i>	<p>Interpersonal and Organizational</p> <ul style="list-style-type: none"> • Describe e-commerce within a multichannel strategy. • Understand digital changes, in particular the shift toward social and mobile experiences. • Manage CRM and user satisfaction. <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.
Relationships / Reporting line <i>(this section is informative)</i>	<p>Interacts with:</p> <ul style="list-style-type: none"> • Front-end Web Developer • Web Content Specialist • Mobile Application Developer • E-commerce Specialist <p>Reports to:</p> <ul style="list-style-type: none"> • 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