



PROFILE SHEET WSP-G3-020 “REPUTATION 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-G3-020.pdf>

Previous version: <http://www.skillprofiles.eu/stable/g3/en/v1/profiles/WSP-G3-020.pdf>

Latest version: <http://www.skillprofiles.eu/stable/g3/en/profiles/WSP-G3-020.pdf>

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Profile WSP-G3-020. Reputation 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-G3-020	Reputation Manager
Summary statement	Professional position that analyses, manages, and influences the representation of anyone (organization or individual) present on the Net and on the Web.
Mission	The Reputation Manager helps create the best context for achieving corporate or personal objectives by working in all situations where online conversations could be deleterious to the corporate or product image. He or she promotes and spreads the brand reputation through appropriate digital PR activities.
Deliverables	Accountable (A) <ul style="list-style-type: none">• Reputation Report and periodic benchmarking.• Sentiment Analyses.• Internal Incident Management procedures. Responsible (R) <ul style="list-style-type: none">• Style Manual.• Social Media calendar.• Analyses, benchmarks, brand assessments and periodic reports. Contributor (C) <ul style="list-style-type: none">• Communication plan.
Main tasks	<ul style="list-style-type: none">• Manage conversations on the Net relevant to the online reputation through owned (official channels of the organization/individual) and not owned media sources (news sites, blogs, forums, social networks).• Identify and hire influencers for target actions.• Dynamically update maps.• Assess online sentiment and all other useful metrics.• Manage content damaging to the individual/brand with the double purpose of: filling in the existing gap between the mode of perception of the object of analysis and its true identity, eliminating potential crises in good time.• Organize and coordinate the work of the team and its members, as well as managing both internal

	<p>information/requests from the team and those from/to the outside.</p>
<p>E-CF competences</p>	<ul style="list-style-type: none"> • A.2. Service Level Management: Level e-3. • B.5. Documentation Production: Level e-3. • C.4. Problem Management: Level e-4. • D.3. Education and Training Provision: Level e-3. • D.12. Digital Marketing: Level e-4. • E.4. Relationship Management: Level e-4.
<p>Skills / Knowledge</p>	<p>Technical</p> <ul style="list-style-type: none"> • Knowledge of social networking platforms and dynamics. • Knowledge of the primary social media analytics tools (e.g. Tweetreach, Crowdbooster, Socialbakers, Ecce customer, etc.). • Knowledge of the primary digital reputation platforms (e.g. Radian6, BlogMeter, etc.). • Knowledge of useful tools for other analyses of sites/blogs, their traffic and optimization (Google analytics etc.). • Statistical analysis skills. • Crisis mediation and management. • Mass media relations. • Basic knowledge of legal issues related to brand protection, image protection, consumer protection, and personal data protection (Privacy). <p>Informatics</p> <ul style="list-style-type: none"> • Management of business profiles on the major social platforms. • Knowledge and use of spread sheets. <p>Strengthening</p> <ul style="list-style-type: none"> • Mark-up and style sheets (e.g. XHTML, HTML and CSS). • Scripting languages (e.g. ECMA Script).
<p>Key Performance Indicators (KPIs)</p>	<ul style="list-style-type: none"> • Benchmarking against the competition. • Identification of brand lovers and detractors within the community. • Level of engagement. • Number of online discussions related to a brand, subdivided by sentiment. • Identification of top influencers by: engagement, number of results on the brand. • Number of Incidents within the period. • Average time to close Incidents. • Rate of Incidents reopened.

	<ul style="list-style-type: none"> • Relationship between potential reach and time to close Incidents. • Positive closure rate for Incidents. • PRINT™ Index.
<p>Qualification / Certifications <i>(this section is informative)</i></p>	<ul style="list-style-type: none"> • Experience with external relations. • Training courses in Digital PR.
<p>Attitudes (non ICT) <i>(this section is informative)</i></p>	<p>Interpersonal and Organizational</p> <ul style="list-style-type: none"> • Strong capacity for online interpersonal relations with users from a conversational and customer care point of view. <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"> • Web Project Manager • Web Account Manager <p>Reports to:</p> <ul style="list-style-type: none"> • Digital Strategic Planner

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 <i>Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)</i> http://creativecommons.org/licenses/by-sa/4.0/deed
[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