



# PROFILE SHEET WSP-G3-021 “KNOWLEDGE MANAGER”

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-G3-021.pdf>

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**Previous version:** <http://www.skillprofiles.eu/stable/g3/en/v1/profiles/WSP-G3-021.pdf>

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## Profile WSP-G3-021. Knowledge 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].

<b>Profile WSP-G3-021</b>	<b>Knowledge Manager</b>
<b>Summary statement</b>	Professional position that promotes activities related to the management and communication of corporate knowledge, identifying procedures, instruments, processes, and practices finalized to promote the development of intellectual capital through sharing.
<b>Mission</b>	The Knowledge Manager is responsible for the company's knowledge activities (databases, historical archives, data catalogues). He or she establish the knowledge management and development processes through internal and external sharing, to distribute knowledge on participatory platforms (e.g. wiki, data hub, social coding) while maintaining the confidentiality of patented details.
<b>Deliverables</b>	<b>Accountable (A)</b> <ul style="list-style-type: none"><li>• Plan of Internet and Intranet levels for datasets.</li><li>• Typology and locations of external relationships.</li></ul> <b>Responsible (R)</b> <ul style="list-style-type: none"><li>• Types of formats and models of existing databases and datasets.</li><li>• Profiling of staff with data access.</li><li>• Levels of interoperability among datasets.</li><li>• Levels of version control.</li></ul> <b>Contributor (C)</b> <ul style="list-style-type: none"><li>• Distribution and locations of existing databases and datasets.</li><li>• Updates to the list of staff responsible for datasets.</li></ul>
<b>Main tasks</b>	<ul style="list-style-type: none"><li>• Define the procedures for sharing and distributing the company's current data, information, and knowledge in structured and unstructured forms.</li><li>• Promote, design, and implement processes for spreading human capital across structural capital and vice versa.</li><li>• Coordinate the various activities related to management of the company's existing information, and create</li></ul>

	<p>interfunctional structures and junction tables with individual position duties.</p> <ul style="list-style-type: none"> <li>• Support the process managers in managing information intensive activities and in identifying areas that produce information that the company can capitalize from specific tasks.</li> <li>• Define standards for producing, distributing, storing, structuring, and sharing company information and knowledge.</li> <li>• Identify social knowledge platforms and public and/or government databases for the distribution of corporate knowledge.</li> <li>• Launch crowd funding through corporate knowledge shared for the purposes of knowledge marketing and brand loyalty.</li> </ul>
<p><b>E-CF competences</b></p>	<ul style="list-style-type: none"> <li>• <b>A.4. Product / Service Planning:</b> Level e-4.</li> <li>• <b>A.7. Technology Trend Monitoring:</b> Levels e-4, e-5.</li> <li>• <b>B.5. Documentation Production:</b> Level e-3.</li> <li>• <b>D.10. Information and Knowledge Management:</b> Level e-5.</li> <li>• <b>E.5. Process Improvement:</b> Level e-4.</li> </ul>
<p><b>Skills / Knowledge</b></p>	<p><b>Technical</b></p> <ul style="list-style-type: none"> <li>• In-depth understanding of the main knowledge management models.</li> <li>• Knowledge of Agile, Scrum and KanBan methods.</li> <li>• Knowledge of organizational analysis and project management models.</li> <li>• Basic knowledge of the analysis social network.</li> <li>• Basic knowledge of legal issues related to data and information management (copyright, privacy, and open licenses such as CC and IODL – Italian Open Data License).</li> </ul> <p><b>Informatics</b></p> <ul style="list-style-type: none"> <li>• Database Management databases.</li> <li>• CMS, CRM, and e-learning platform tools.</li> <li>• Analysis social network tools.</li> <li>• Project management tools.</li> <li>• Open Data and Linked Open Data.</li> </ul> <p><b>Strengthening</b></p> <ul style="list-style-type: none"> <li>• SW Design tool.</li> <li>• Data hub design and management.</li> <li>• Versioning infrastructure design and management (GIT).</li> </ul>
<p><b>Key Performance Indicators (KPIs)</b></p>	<ul style="list-style-type: none"> <li>• IT process optimization level.</li> <li>• Information circularity level.</li> </ul>

	<ul style="list-style-type: none"> <li>• Level of cross-sector interoperability.</li> <li>• Level of interoperability with customers and partners.</li> <li>• Level of standard qualification of corporate knowledge.</li> </ul>
<p><b>Qualification / Certifications</b> <i>(this section is informative)</i></p>	<ul style="list-style-type: none"> <li>• No special qualifications.</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>• Ability to organize and coordinate all phases of output production: set up tool and keyword optimization, data capture, analyses, classification, strategic insights.</li> <li>• Strong capacity for online interpersonal relations with users from a conversational and customer care point of view.</li> <li>• Problem Solving.</li> <li>• Work team coordination and motivation.</li> <li>• Selection and development of technical staff.</li> <li>• Excellent communication skills.</li> <li>• Active listening.</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 Content Specialist</li> <li>• Information Architect</li> <li>• Web Accessibility Expert</li> <li>• Web Security Expert</li> <li>• Mobile Application Developer</li> <li>• Data Scientist</li> </ul> <p><b>Reports to:</b></p> <ul style="list-style-type: none"> <li>• Web Project Manager</li> <li>• Digital Strategic Planner</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

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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>