Role title	**Cultural ICT Guide**		
Also known as	ICT interdisciplinary interpreter of Cultural Heritage		
Relevant professions	- Art historian * - Curator * - Cultural Heritage Interpreter * - Heritologist * - Archaeologist * - Ethnologist * - Tour guide * - Cultural experience developer - Multimedia content developer - Pedagogical professions related to art, culture, history and multimedia* - Museum staff (guards) that are trained by a specialist to act as intermediary between the museum collections, the technologies used and the visitors. * with additional relevant knowledge of ICT		
Summary statement	The basis for the Cultural ICT Guide is flawless knowledge of content which s/he interprets to the audience/visitors and high-level familiarity with technology (ICT) used as new / innovative ways of presenting art work, exhibitions or any other form of cultural heritage.		
Mission	The Cultural ICT Guide's fundamental mission is the presentation of cultural heritage content through ICT tools to improve visitors experience by enhancing cultural identity awareness. A specific quality of the ICT Cultural Guide is to understand the interactivity of ICT devices or solutions favourable to attracting visitors in terms of transforming them from passive to active participants, using ICT in her/his investigative process.		
Deliverables	**Accountable for**	**Responsible for**	**Contributor to**
	Visitors' satisfaction in terms of use of the technology and	Effective and competent interpretation with use of technology.	Proposal for upgrading technology.

	experience of the cultural collection. Documenting user feedback. Encouraging users / visitors to use ICT for a better interdisciplinary experience in understanding and learning about cultural heritage.	Comprehensive use of technology. Understandable instructions for users /visitors (if any). Correct and safe use of technology.	
Main task/s	• To develop human resources potential. • To promote knowledge and understanding of ICT with the purpose of support and popularization of cultural heritage. • To promote improved understanding of cultural diversity and cross-cultural dialogue through ICT solutions. • To define target group segmentation (children, local visitors, tourists, decision makers, educational institution representatives, Cultural Heritage professionals). • To identify target visitors based on their knowledge level of ICT. • To explain / present supportive environment (history, interesting stories related to the content).		
Environment	The Cultural ICT Guide works in museums, galleries, archaeological locations, historic parts of cities, natural heritages – protected areas. Usually s/he works in a team alongside ICT specialists and experts for cultural heritage, curators, art historians, education experts. The Cultural ICT Guide can be a specially trained, museum staff (guards of exhibition spaces) that has been up-skilled to understand the technologies used and interact with the visitors.		
KPI's	• Number of new visitors willing to experience something new and time spent on the tools (quantitative measurement). • Maximum level of excitement (qualitative measurement). • Positive impact for cultural heritage stakeholders obtained by innovative experience and/or edutainment concepts for visitors.		

Dimension 1 e-Comp. area	C. RUN	
Dimension 2 e-Competence: Title + generic description	**C.1. User Support** Responds to user requests and issues regarding tools/applications used for digital asset management, as well as for ICT included in physical exhibitions and artworks that require explanation and guidance, recording relevant information. Assures resolution or escalates incidents. Understands how to monitor solution outcome and resultant user satisfaction.	
Dimension 3 e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8	**Level 1**	Interacts with users. Solves incidents, following prescribed procedures.
	Level 2	Systematically interprets user problems and identifies solutions and possible side effects, in consultation with ICT experts if need. Uses experience to address user problems and interrogates database for potential solutions. Escalates complex or unresolved incidents. Records and tracks issues from outset to conclusion.
	Level 3	
	Level 4	
	Level 5	
Dimension 4 Knowledge examples *Knows/Aware of/Familiar with*	K1 relevant ICT user applications K2 database structures and content organisation K4 software distribution methods and procedures for fix application and file transmission methodologies applicable to software fixes K5 sources of information for potential solutions K6 good interpersonal skills	
Skills examples *Is able to*	S1 effectively interrogate users to establish symptoms S2 analyse symptoms to identify broad area of user error or technical failure S3 deploy support tools to systematically trace source of error or technical failure S4 clearly communicate with end users and provide instructions on how to progress issues S5 record and code issues to support growth and integrity of online support tools S6 be precise and aware of details S7 communicate (incl. in foreign languages if possible) S8 explain (defend, argue, justify)	

Dimension 1 e-Comp. area	D. ENABLE	
Dimension 2 e-Competence: Title + generic description	**D.11. Needs Identification** Actively listens to visitors, articulates and clarifies their needs. Proposes different solutions customised to the identified visitor needs. Advises the museum's management team on appropriate solution choices.	
Dimension 3 e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8	**Level 1**	
	Level 2	
	Level 3	Establishes reliable relationships with visitors and helps them clarify their needs. Uses her/his knowledge on the visitor needs to suggest possible solutions, customisations of tools/application/services.
	Level 4	

	Level 5	
Dimension 4 Knowledge examples *Knows/Aware of/Familiar with*	K1 emerging technologies and the relevant market applications K2 museum's needs K3 visitor/user needs K4 museum processes and structures K5 visitor/user need analysis techniques K6 communication techniques K7 "Story telling" techniques	
Skills examples *Is able to*	S2 analyse visitor/user requirements and present ICT solutions for management based on the results of this analysis S3 present ICT solution cost / benefit S4 match visitor/user needs with existing products S5 analyse the impact of functional/technical changes on visitor/user S6 identify museum advantages and improvements of adopting emerging technologies based on user experience	