



Role Profile for

e-Tourism Content Curator

e-Jobs-Observatory.eu



e-Tourism Content Curator

1. Role Description

Role title	e-Tourism Content Curator		
Also known as			
Relevant professions			
Summary statement	The e-Tourism Content Curator finds, groups, organizes and shares the best and most relevant content relevant to tourism.		
Mission	The overall mission is to sort through the vast amounts of relevant content on the web and present a customized selection of the best and most relevant resources in a meaningful and organized way around specific themes of relevance to tourism.		
Deliverables	Accountable	Responsible	Contributor
	<ul style="list-style-type: none"> Content displayed in the curated parts of the web presence 	<ul style="list-style-type: none"> Quality, relevance, accurateness, pertinence and timeliness of single content items Content classification Attractiveness of the overall content selection Content renewal rate 	<ul style="list-style-type: none"> Website analytics Website usability analysis Search engine optimization Competitor benchmarking Trends monitoring in e-Tourism
Main task/s	<ul style="list-style-type: none"> Aggregation: select and assemble the most relevant information about a particular topic into a single location. Distillation: reduce information to a more simplistic format sharing only the most important or relevant ideas. Elevation: identify a larger trend or insight from smaller daily musings posted online. Mashup: create unique juxtapositions merging existing content to create a new point of view. Chronology: bring together historical information and organize it on a timeline to show an evolving understanding of a particular topic. 		
Environment	The e-Tourism Content Curator works with the marketing department.		
KPI's	<ul style="list-style-type: none"> Quantity of relevant content items Usability of the curated parts of the web presence Additional and qualified website traffic Customer satisfaction Number of back linking from other websites Improvement of the search engine ranking Frequency of shares 		



2. Role Profile

1.1. Profile Summary

e-Tourism Content Curator			Technical										Behavioural										Managerial																						
Area	No.	Competence	Importanc	T01	T02	T03	T04	T05	T06	T07	T08	T09	T10	B01	B02	B03	B04	B05	B06	B07	B08	B09	B10	B11	B12	M01	M02	M03	M04	M05	M06	M07	M08	M09	M10										
Plan	A.1	IS and Business Strategy Alignment	**																																										
	A.2	Service Level Management	**													X																													
	A.3	Business Plan Development	**																																										
	A.4	Product or Project Planning	***																																										
	A.5	Architecture Design	*																																										
	A.6	Application Design	*																																										
	A.7	Technology Watching	**																																										
	A.8	Sustainable Development	*																																										
Build	B.1	Design and Development	*																																										
	B.2	Systems Integration	*																																										
	B.3	Testing	**																																										
	B.4	Solution Deployment	*																																										
	B.5	Documentation Production	*																																										
Run	C.1	User Support	*																																										
	C.2	Change Support	*																																										
	C.3	Service Delivery	***																																										
	C.4	Problem Management	*																																										
Enable	D.1	Information Security Strat. Development	*																																										
	D.2	ICT Quality Strategy Development	*																																										
	D.3	Education and Training Provision	*																																										
	D.4	Purchasing	*																																										
	D.5	Sales Proposal Development	*																																										
	D.6	Channel Management	*																																										
	D.7	Sales Management	*																																										
	D.8	Contract Management	*																																										
	D.9	Personnel Development	*																																										
	D.10	Information and Knowledge Management	**																																										
Manage	E.1	Forecast Development	*																																										
	E.2	Project and Portfolio Management	**																																										
	E.3	Risk Management	*																																										
	E.4	Relationship Management	*																																										
	E.5	Process Improvement	*																																										
	E.6	ICT Quality Management	*																																										
	E.7	Business Change Management	*																																										
	E.8	Information Security Management	*																																										
	E.9	IT Governance	*																																										



2.2. Detailed Profile

A. PLAN

A.2 Service Level Management

<i>Dimension 2: e-Competences: Title + generic description</i>	Defines, validates and makes applicable service level agreements (SLA) and underpinning contracts for services offered. Negotiates service performance levels taking into account the needs and capacity of customers and business.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	Influences and prepares the Service Level Agreement (SLA).
	Level 3	
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		B03: Is precise and aware of details M03: Has knowledge of regulatory issues

A.4 Product or Project Planning

<i>Dimension 2: e-Competences: Title + generic description</i>	Analyses and defines current and target status. Estimates cost effectiveness, points of risk, opportunities, strengths and weaknesses, with a critical approach. Creates structure plans; establishes timescales and milestones. Manages change requests. Defines delivery quantity and provides an overview of additional documentation requirements. Specifies correct handling of products.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	Acts systematically to document standard and simple elements of project.
	Level 3	Exploits specialist knowledge to create and maintain complex documents of the project.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		T06: Can draft texts, clearly and concisely, with due regard for orthography and grammar T08: Can explain how technical improvements add value B01: Is innovative, creative, imaginative, artistic B03: Is precise and aware of details B05: Is committed to corporate strategy and aware of corporate culture B10: Can seek, measure, organize, synthesize and report M02: Has knowledge of budgeting / estimating issues and practices M06: Can assess the impact of actions / activities

A.5 Architecture Design

<i>Dimension 2: e-Competences: Title + generic description</i>	Specifies, refines, updates and makes available a formal approach to implement solutions, necessary to develop and operate the curation architecture. Communicates with the business stakeholders to ensure that the curation architecture is in line with business requirements. Identifies the need for change and the components involved; hardware, software, applications, processes, information and technology platform. Ensures that all aspects take account of interoperability, scalability, usability and security.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	Exploits specialist knowledge to define relevant ICT technology and specifications to be deployed in the construction of curation projects, applications or infrastructure improvements.
	Level 4	



	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		T06: Can draft texts, clearly and concisely, with due regard for orthography and grammar T08: Can foresee relevant technical developments T09: Can assess the impact of relevant standards B03: Is precise and aware of details

A.6 Application Design

<i>Dimension 2: e-Competences: Title + generic description</i>		Defines the most suitable ICT solutions, in accordance with ICT policy and user/ customer needs. Accurately estimates development, installation and maintenance of application costs. Selects appropriate technical options for curation solution design, optimising the balance between cost and quality. Identifies a common reference framework to validate the models with representative users.
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	Contributes to the design and general functional specification and interfaces.
	Level 2	Organises the overall planning of the design of the application.
	Level 3	Accounts for own and others actions in ensuring that the application is correctly integrated within a complex environment and complies with user/ customer needs.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		B01: Is innovative, creative, imaginative, artistic B03: Is precise and aware of details

A.7 Technology Watching

<i>Dimension 2: e-Competences: Title + generic description</i>		Explores latest ICT technological developments to establish understanding of evolving technologies. Devises innovative solutions for integration of new curation technologies into existing products, applications or services or for the creation of new curation solutions.
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	Exploits specialist knowledge of new and emerging technologies, coupled with an understanding of the business and the clients' needs , to envision and articulate the curation solutions of the future. Provides expert guidance and advice, to the leadership about potential innovations.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		T08: Can foresee relevant technical developments B05: Is committed to corporate strategy and aware of corporate culture M07: Can foresee latest trends and evolutions in the market

B. BUILD

B.2 Systems Integration

<i>Dimension 2: e-Competences: Title + generic description</i>		Installs additional hardware, software or sub system components into an existing or proposed system. Complies with established processes and procedures (e.g. configuration management), taking into account the specification, capacity and compatibility of existing and new modules to ensure integrity and interoperability. Verifies system performance and ensures formal sign off and documentation of successful integration.
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	Acts systematically to identify compatibility of software and hardware specifications. Documents all activities during installation and records deviations and remedial activities.



	Level 3	Accounts for own and others actions in the integration process. Complies with appropriate standards and change control procedures to maintain integrity of the overall system functionality and reliability.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		B03: Is precise and aware of details

B.3 Testing

<i>Dimension 2: e-Competences: Title + generic description</i>		Constructs and executes systematic test procedures for IT systems or customer usability requirements to establish compliance with design specifications. Ensures that new or revised components or systems perform to expectation. Ensures meeting of internal, external, national and international standards; including health and safety, usability, performance, reliability or compatibility. Produces documents and reports to evidence certification requirements.
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	Performs simple tests in strict compliance with detailed instructions.
	Level 2	Organises test programmes and builds scripts to stress test potential vulnerabilities. Records and reports outcomes providing analysis of results.
	Level 3	
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		B03: Is precise and aware of details B04: Is customer orientated B11: Can analyse

B.4 Solution Deployment

<i>Dimension 2: e-Competences: Title + generic description</i>		Following predefined general standards of practice carries out planned necessary interventions to implement solution, including installing, upgrading or decommissioning. Configures hardware and software to ensure interoperability of system components and debugs any resultant faults or incompatibilities. Engages additional specialist resources if required, such as third party network providers. Formally hands over fully operational solution to user and completes documentation recording all relevant information, including equipment addressees, configuration and performance data.
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	Performs under guidance and in accordance with detailed instructions, the removal or installation of individual components.
	Level 2	Acts systematically to build or deconstruct system elements. Identifies non performing components and establishes root cause of failure within the overall solution. Provides support to less experienced colleagues.
	Level 3	
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		M04: Has marketing knowledge

B.5 Documentation Production

<i>Dimension 2: e-Competences: Title + generic description</i>		Produces documents describing products, services, components or applications to establish compliance with relevant documentation requirements. Selects appropriate style and media for presentation materials. Creates templates for document-management systems. Ensures that functions and features are documented in an appropriate way. Ensures that existing documents are valid and up to date.
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	Uses and applies standards to define document structure.
	Level 2	Determines documentation requirements taking into account the purpose and environment to which it applies.



	Level 3	Adapts the level of detail according to the objective of the documentation and the targeted population.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		T06: Can draft texts, clearly and concisely, with due regard for orthography and grammar B03: Is precise and aware of details

C. RUN

C.1 User Support

<i>Dimension 2: e-Competences: Title + generic description</i>	Responds to user requests and issues; records relevant information. Resolves or escalates incidents and optimises system performance. Monitors solution outcome and resultant customer satisfaction.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	Routinely interacts with users, applies ICT-product, basic knowledge and skill to respond to user requests. Solves simple incidents, following prescribed procedures.
	Level 2	Systematically interprets user problems identifying the solutions and possible side effects. Uses experience to identifying user problems and interrogates database for potential solutions. Escalates complex or unresolved incidents to senior experts. Records and tracks user support procedures from outset to conclusion.
	Level 3	
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		B04: Is customer orientated B09: Can communicate effectively (also in foreign language) B11: Can analyse B12: Can explain

C.2 Change Support

<i>Dimension 2: e-Competences: Title + generic description</i>	Implements and provides guidance for the evolution of an IT solution. Efficiently controls and schedules software or hardware modifications to prevent multiple upgrades creating unpredictable outcomes. Minimises service disruption as a consequence of changes and adheres to defined service level agreement (SLA).	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	During change, acts systematically to respond to day by day operational needs and react to them, avoiding service disruptions and maintaining coherence to service level agreement (SLA).
	Level 3	
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		B05: Is committed to corporate strategy and aware of corporate culture B11: Can analyse B12: Can explain

C.3 Service Delivery

<i>Dimension 2: e-Competences: Title + generic description</i>	Takes proactive steps to ensure a stable and secure curation application infrastructure meeting the business objectives . Updates operational document library and logs all operational events. Maintains monitoring and management tools (i.e. Scripts, Procedures...).	
<i>Dimension 3: e-</i>	Level 1	



<i>Competence proficiency levels</i>	Level 2	Systematically analyses performance data and communicates findings to senior experts. Escalates potential service level failures and recommends actions to improve service reliability. Tracks reliability data against service level agreement.
	Level 3	Programmes the schedule of operational tasks. Manages costs and budget according to the internal procedures and external constraints. Identifies people requirements to resource the operational management of the ICT infrastructure.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		B03: Is precise and aware of details B05: Is committed to corporate strategy and aware of corporate culture B11: Can analyse

C.4 Problem Management

<i>Dimension 2: e-Competences: Title + generic description</i>	Identifies and resolves the root cause of incidents. Takes a proactive approach to the root cause of curation problems. Deploys a knowledge system based on recurrence of common errors.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	Identifies and classifies incident types and service interruptions. Records incidents cataloguing them by symptom and resolution.
	Level 3	Exploits specialist knowledge and in-depth understanding of the ICT infrastructure and problem management process to identify failures and resolve with minimum outage. Makes sound decisions in emotionally charged environments on appropriate action required to minimise business impact. Rapidly identifies failing component, selects alternatives such as repair, replace or reconfigure.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		B10: Can seek, measure, organize, synthesize and report B11: Can analyse B12: Can explain

D. ENABLE

D.2 ICT Quality Strategy Development

<i>Dimension 2: e-Competences: Title + generic description</i>	Defines, improves and refines a formal strategy to satisfy customer expectations and improve business performance (balance between cost and risks). Identifies critical processes influencing service delivery and product performance. Uses defined standards to formulate objectives for service management, product and process quality. Identifies ICT quality management accountability.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	
	Level 4	Exploits wide ranging specialist knowledge to leverage and authorize the application of external standards and best practices.
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		M01: Has knowledge of project management principles

D.3 Education and Training Provision



<i>Dimension 2: e-Competences: Title + generic description</i>	Defines and implements training policy to address organisational skill needs and gaps, in the field of content curation . Structures, organises and schedules training programmes and evaluates training quality through a feedback process and implements continuous improvement. Adapts training plans to address changing demand.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	Organises the identification of training needs in the field of content curation ; collates organization requirements, identifies, selects and prepares schedule of training interventions.
	Level 3	
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	B05: Is committed to corporate strategy and aware of corporate culture B06: Has presentation / moderation skills B08: Can work in a team M01: Has knowledge of project management principles	

D.4 Purchasing

<i>Dimension 2: e-Competences: Title + generic description</i>	Applies a consistent procurement procedure, including deployment of the following sub processes: specification requirements, supplier identification, proposal analysis, evaluation of the energy efficiency and environmental compliance of products, suppliers and their processes, contract negotiation, supplier selection and contract placement. Ensures that the entire purchasing process is fit for purpose and adds business value to the organisation.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	Understands and applies the principles of the procurement process; places orders based on existing supplier contracts. Ensures the correct execution of orders, including validation of deliverables and correlation with subsequent payments.
	Level 3	
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	M01: Has knowledge of project management principles	

D.5 Sales Proposal Development

<i>Dimension 2: e-Competences: Title + generic description</i>	Develops technical proposals, within the framework of curation , to meet customer solution requirements and provides a competitive bid. Collaborates with colleagues to align the service or product solution with the organisation's capacity to deliver.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	Organises collaboration between relevant internal departments. Facilitates comparison between customer requirement and available 'off the shelf' solutions.
	Level 3	Acts creatively to develop proposal incorporating a complex solution. Customises solution in a complex technical environment and ensures feasibility and technical validity of customer offer.
	Level 4	Interprets and influences customer needs and the reference business contexts, proposes consultancy projects, in order to provide the ideal customer solutions, i.e. behaves as a "consultative seller".
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	B10: Can seek, organize and synthesize M04: Has marketing knowledge	

**D.8 Contract Management**

<i>Dimension 2: e-Competences: Title + generic description</i>	Provides and negotiates contract in accordance with organisational processes. Ensures that supplier deliverables are provided on time, meet quality standards and comply with agreed service levels. Addresses non-compliance escalates significant issues, drives recovery plans and if necessary amends contracts. Maintains budget integrity. Assesses and addresses supplier compliance to legal, health and safety and security standards. Actively pursues regular supplier communication.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	Acts systematically to monitor contract compliance and promptly escalate defaults.
	Level 3	Evaluates supplier contract performance by monitoring performance indicators. Assures performance of the complete supply chain. Influences the terms of contract renewal.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	B06: Has presentation / moderation skills M03: Has knowledge of regulatory issues	

D.10 Information and Knowledge Management

<i>Dimension 2: e-Competences: Title + generic description</i>	Identifies and manages structured and unstructured information and considers information distribution policies. Creates information structure to enable exploitation and optimisation of information for business benefit. Understands appropriate tools to be deployed to create, extract, maintain, renew and propagate business knowledge in order to capitalise from the information asset.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	Analyses Business processes and associated information requirements and provides the most appropriate information structure
	Level 4	Integrates the appropriate information structure into the corporate environment.
	Level 5	Correlates information and knowledge to create value for the business. Applies innovative solutions based on information retrieved.
<i>Dimension 4: Knowledge and Skills</i>	B10: Can seek, measure, organize, synthesize and report	

E. MANAGE**E.1 Forecast Development**

<i>Dimension 2: e-Competences: Title + generic description</i>	Interprets market needs and evaluates market acceptance of products or services. Assesses the organisation's potential to meet future quality requirements. Applies relevant metrics to enable accurate decision making in support of marketing, sales and distribution functions.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	Exploits skills to provide short-term forecast using market inputs and assessing the organisations selling capabilities.
	Level 4	
	Level 5	



<i>Dimension 4: Knowledge and Skills</i>		T08: Can foresee relevant technical developments B05: Is committed to corporate strategy and aware of corporate culture B11: Can analyse M01: Has knowledge of project management principles M07: Can foresee latest trends and evolutions in the market
--	--	--

E.2 Project and Portfolio Management

<i>Dimension 2: e-Competences: Title + generic description</i>	Plans and directs the portfolio of curation projects to ensure co-ordination and management of interdependencies. Orchestrates projects to develop or implement new, internal or externally defined processes to meet identified business needs. Defines activities, responsibilities, critical milestones, resources, skills needs, interfaces and budget. Develops contingency plans to address potential implementation issues. Delivers project on time, on budget and in accordance with original requirements. Creates and maintains documents to facilitate monitoring of project progress.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	Understands and applies the principles of project management and applies methodologies, tools and processes to manage simple projects.
	Level 3	Accounts for own and others activities, working within the project boundary, making choices and giving instructions; manages and supervises relationships within the team; plans and establishes team objectives and outputs and documents results.
	Level 4	Exploits wide ranging skills in project management to work beyond project boundary. Manages complex projects or programmes, including interaction with others. Influences project strategy by proposing new or alternative solutions. Takes overall responsibility for project outcomes, including finance and resource management. Is empowered to revise rules and choose standards.
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		B05: Is committed to corporate strategy and aware of corporate culture B09: Can communicate effectively (also in foreign languages) B10: Can seek, measure, organize, synthesize and report M01: Has knowledge of project management principles M04: Has marketing knowledge

E.3 Risk Management

<i>Dimension 2: e-Competences: Title + generic description</i>	Implements the management of risk across curation systems through the application of the enterprise defined risk management policy and procedure. Assesses risk to the organisations business, and documents potential risk and containment plans.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	Understands and applies the principles of risk management and investigates ICT solutions to mitigate identified risks
	Level 3	Decides on appropriate actions required to adapt security and address risk exposure. Evaluates, manages and ensures validation of exceptions; audits ICT processes and environment.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		B05: Is committed to corporate strategy and aware of corporate culture M01: Has knowledge of project management principles M03: Has knowledge of regulatory issues

E.5 Process Improvement

<i>Dimension 2: e-Competences: Title + generic description</i>	Measures effectiveness of existing curation processes. Researches and benchmarks curation process design from a variety of sources. Follows a systematic methodology to evaluate, design and implement process or technology changes for measurable business benefit. Assesses potential adverse consequences of process change.	
<i>Dimension 3: e-</i>	Level 1	



<i>Competence proficiency levels</i>	Level 2	
	Level 3	Exploits specialist knowledge to research existing curation processes and solutions in order to define possible innovations. Makes recommendations based on reasoned arguments. Demonstrates to senior management the business advantage of potential changes.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		T08: Can foresee relevant technical developments B05: Is committed to corporate strategy and aware of corporate culture B10: Can seek, organize and synthesize M07: Can foresee latest trends and evolutions in the market

E.6 ICT Quality Management

<i>Dimension 2: e-Competences: Title + generic description</i>	Implements curation quality policy to maintain and enhance service provision. Plans and defines indicators to manage quality with respect to curation strategy. Reviews quality performance indicators and recommends enhancements to influence continuous quality improvement.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	Evaluates quality management indicators and processes based on curation quality policy and proposes remedial action.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		M01: Has knowledge of project management principles



The e-Jobs Observatory is the collaborative platform for the promotion of excellence in e-Jobs, e-Skills and e-Competences

www.e-jobs-observatory.eu
contact@e-jobs-observatory.eu

The eTourism Framework (eTF) project is co-funded by the Leonardo da Vinci programme of the LLP of the European Commission.

Partners:

[SwissMedia](#) (Switzerland)

[EMF-The Forum of e-Excellence](#) (UK)

[Euproma](#) (Germany)

[MPS - Maison de la Promotion Sociale](#) (France)

[webatelier.net lab – Universita della Svizzera Italiana](#) (Switzerland)

[For S.A.S di Paolo Tubino](#) (Italy)

[Institut Suisse de Tourisme HES-SO](#) (Switzerland)

[E.N.T.E.R. Network](#) (Austria)



DISCLAIMER: The content of this document reflects the views only of the authors, and the European Commission cannot be held responsible for any use which may be made of the information contained herein.