



Role Profile for

Tourism Online Reputation Manager

e-Jobs-Observatory.eu



Tourism Online Reputation Manager

1. Role Profile

Role title	Tourism Online Reputation Manager		
Also known as			
Relevant professions			
Summary statement	The Tourism Online Reputation Manager monitors and answers to informations about the organization products and services available on the internet. (S)he improve the notoriety and valorise the organization in a positive way		
Mission	<ul style="list-style-type: none"> • Seek and identify relevant sources. • Answers to negative comments, and posts in a positive way • Seeks and analyse informations and comments about the organisation • Creates relationship between customers and opinion leaders with the organisation in a positive way. • Understand user's feedback and reacts accordingly • Improve online presence • Improve qualitative SEO • Improve numeric identity of the organisation • Promote tourism-related products/services • Improve notoriety of the organisation • Reports to top management public image of the organisation • Deals with online opinion leaders (positive and negative) <p>The overall mission is to promote the organisation's image and tourism related product/service through participation in online conversation and to treat negative comments and transform them into a positive approach.</p>		
Deliverables	Accountable	Responsible	Contributor
	<ul style="list-style-type: none"> • Acts on social media, forums, blogs... • Deals with reviews websites • Feedback/comments on social media platforms • Link to the official website • Influence opinion leaders (positive and negative) 	<ul style="list-style-type: none"> • Delivers to top management feed-back and proposals to improve notoriety of organisation • Monitor and respond to incoming online conversations 	<ul style="list-style-type: none"> • Report on online media presence • SEO qualitative ranking • Development of customer orientation inside the organisation



Main task/s	<ul style="list-style-type: none">• Seek and analyze informations available on the web about the organization• Moderate social networks, forums, blogs• Deals with opinion leaders, and engage positive mutual understanding• Encourage customers' social participation• Collect feedback of tourists on products/services• Identify negative comments and unbalanced information about products/services• Virally promote organization's identity/products/services on social media platforms• Engage in personalized online communication and promote online contents• Understand the psychology and expectations of consumers and other potential stakeholders• Evaluate customer satisfaction against their expectations and suggest improvements• Benchmark the online presence of competitors• Monitor reputation/desirability of a product/service• Observe current trends in e-Tourism• Reports to top management numeric identity of the organization• Organize exchange with online opinion leaders (supporters or opponents)• Deal with online reviews and improve number and quality
Environment	The Tourism Online Reputation Manager works with the marketing/communication department. S/He is strictly connected with the top management, due to her/his role in delivering key promotional/sensitive information.
KPI's	<ul style="list-style-type: none">• Customer satisfaction• Level of social network activity, e.g. number of followers, comments• Number of back linking from social media websites, forums, blogs• Building up and /or maintaining positive reputation in online media• Qualitative SEO ranking• Number and quality of reviews



Role Profile

1.1 Profile Summary

Tourism Online Reputation Manager			Technical										Behavioural										Managerial												
Area	No.	Competence	Importance	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			
Plan	A.1	IS and Business Strategy Alignment	**																																
	A.2	Service Level Management	**																																
	A.3	Business Plan Development	**			X	X							X	X												X								
	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	**						X																										
Run	C.1	User Support	**	X												X																			
	C.2	Change Support	**	X												X																			
	C.3	Service Delivery	**	X												X																			
	C.4	Problem Management	**	X												X																			
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	**	X			X									X																			
	D.7	Sales Management	**	X																															
	D.8	Contract Management	**	X																															
	D.9	Personnel Development	**	X																															
	D.10	Information and Knowledge Management	**	X																															
Manage	E.1	Forecast Development	**	X				X																											
	E.2	Project and Portfolio Management	**	X																															
	E.3	Risk Management	**	X																															
	E.4	Relationship Management	**	X																															
	E.5	Process Improvement	**			X																													
	E.6	ICT Quality Management	**																																
	E.7	Business Change Management	**																																
	E.8	Information Security Management	**																																
	E.9	IT Governance	**																																



1.2 Detailed Profile

A. PLAN

A.3 Business Plan Development

<i>Dimension 2: e-Competences: Title + generic description</i>	Addresses the design and the structure of a strategy of online presence , including the identification of different approaches as well as return on investments evaluation/proposition. Considers the possible and applicable strategies . Presents cost benefits analysis, reasoned arguments in support of the selected strategy. Communicates and sells strategy to relevant stakeholders, including SWOT analysis .	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	
	Level 4	Provides leadership for the e-reputation strategy that meet business requirements
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	T03: Has knowledge of e-reputation management T04 :Can promote and sell products or services online B01 :Is innovative, creative, imaginative, B02 : Is ethical B05 : Is committed to corporate strategy and aware of corporate culture M02 : Has knowledge of budgeting / estimating issues and practices	

A.4 Product or Project Planning

<i>Dimension 2: e-Competences: Title + generic description</i>	Analyse and defines current and target status. Estimates costs effectiveness, points of risks, strengths and weaknesses with critical approach. Creates structure plans; establish milestones and forecasts . Manages change requests. XXX	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	Exploits specialist knowledge to create and maintain complex documents of the project or product.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	B06 : Has presentation / moderation skills B09 : Can communicate effectively (also in foreign languages) B10 : Can seek, measure, organize, synthesize and report M06: Can assess the impact of actions / activities	

B. BUILD

B.5 Documentation Production

<i>Dimension 2: e-Competences: Title + generic description</i>	Produces process and documents describing procedures and patterns to treat different possible situations in accordance with organisation communication strategy. XXX	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	Adapts the level of details to the objectives of the documentation and targeted situations
	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 T09 : Can assess the impact of relevant standards B08 : Can work in a team

C. RUN

C.1 User Support

<i>Dimension 2: e-Competences: Title + generic description</i>		Responds to user remarks and issues; records relevant information. Resolves or escalates incidents XXX . Monitors solution results and resultant customer satisfaction.
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	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	Manages the support and claim process and is accountable for ensuring that agreed service levels are met. XXX Acts creatively, and seeks opportunities for continuous improvements by analyzing root causes. XXX
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		B01 : Is innovative, creative, imaginative B03 : Is precise and aware of details B06 : Has presentation / moderation skills B07 : Has good interpersonal skills B12 : Can explain M04 : Has marketing knowledge M08 : Can resolve conflicts



D. ENABLE

D.6 Channel Management

<i>Dimension 2: e-Competences: Title + generic description</i>	S/He develops the strategy to involve positively opinion leaders and support them to contribute to the organisation objectives. XXX	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	
	Level 4	Exploits wide ranging skills in communication and marketing to maximize the involvement of opinion leaders in line with organization objectives XXX
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	T01 : Has knowledge of netiquette, interactive virtual environments and social networks usages T03 : Has knowledge of e-reputation management B02 : Is ethical B07 : Has good interpersonal skills M04 : Has marketing knowledge M08 : Can resolve conflicts	

E. MANAGE

E.1 Forecast Development

<i>Dimension 2: e-Competences: Title + generic description</i>	Interprets e-tourism needs and evaluates market acceptance of products or services. Assesses the organisations potential to meet future production and quality requirements. Applies relevant metrics to enable accurate decision making in support of production, 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 production and selling capabilities.
	Level 4	Acts with wide ranging accountability for the production of a long-term forecast. Understands the global marketplace, identifying and evaluating relevant inputs from the broader business, political and social context.
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>	T01 : Has knowledge of netiquette, interactive virtual environments and social networks usages B04 : Is customer oriented B05 : Is committed to corporate strategy and aware of corporate culture B10 : Can seek, measure, organize, synthesize and report M04 : Has marketing knowledge	

E.3 Risk Management

<i>Dimension 2: e-Competences: Title + generic description</i>	Implements the management of risk on online marketing and 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	



	Level 3	Decides on appropriate actions required to adapt security and address risk exposure. Evaluates, manages and ensures validation of exceptions; audits processes and environment.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		T01 : Has knowledge of netiquette, interactive virtual environments and social networks usages B04 : Is customer oriented B05 : Is committed to corporate strategy and aware of corporate culture M06 : Can assess the impact of actions / activities

E.4 Relationship Management

<i>Dimension 2: e-Competences: Title + generic description</i>	Establishes and maintains positive business relationships between the client, provider XXX and partners deploying and complying with organisational processes. Maintains regular communication with client/ partner/ supplier, and addresses needs through empathy with their environment and managing chain communications. Ensures that client/ partner/ supplier needs, concerns or complaints are understood and addressed in accordance with organisational policy.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	
	Level 4	Provides leadership for large or many client relationships. Authorises investment in new and existing relationships. Leads the design of a workable procedure for maintaining positive business relationships.
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		B05: Is committed to corporate strategy and aware of corporate culture B09: Can work in a team B07: Has presentation and moderation skills M08 : Can resolve conflicts

E.5 Process Improvement

<i>Dimension 2: e-Competences: Title + generic description</i>	Measures effectiveness of existing e-tourism communication processes. Researches and benchmarks XXX process from a variety of sources. Follows a systematic methodology to evaluate, design and implement process changes for measurable business benefit. Assesses potential adverse consequences of process change.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	
	Level 4	Provides leadership and authorises implementation of innovations and improvements that will enhance competitiveness or efficiency. Demonstrates to senior management the business advantage of potential changes.
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		T03 : Has knowledge of e-reputation management T09 : Can assess the impact of relevant standards B10 : Can seek, measure, organize, synthesize and report M06 : Can assess the impact of actions / activities



E.7 Business Change Management

<i>Dimension 2: e-Competences: Title + generic description</i>	Assesses the implications of new solutions. Defines the requirements and quantifies the business benefits/risks. Manages the deployment of change taking into account structural and cultural issues. Maintains business and process continuity throughout change, monitoring the impact, taking any required remedial action and refining approach.	
<i>Dimension 3: e-Competence proficiency levels</i>	Level 1	
	Level 2	
	Level 3	Evaluates change requirements and exploits specialist skills to identify possible methods and standards that can be deployed.
	Level 4	
	Level 5	
<i>Dimension 4: Knowledge and Skills</i>		T09 : Can assess the impact of relevant standards B10 : Can seek, measure, organize, synthesize and report M06 : Can assess the impact of actions / activities M08 : Can resolve conflicts