Online Community Manager

1. Role Description

Profile title	Online Community Manager					
Summary statement	Provides an interactive environment in which users, customers and colleagues can collaborate together.					
Mission	Create and maintain such collaborative applications as wikis and forums in order to foster a sense of community surrounding the enterprise.					
	Work in tandem with Customer Su knowledge sharing for the issue tid	pport and/or Hotline Operators to provide support and keting system.				
Responsibility	The ability for customers and user to provide a feedback mechanism	s to quickly and effectively resolve issues and questions, and for the enterprise.				
Deliverables	Accountable	Contributor				
	 Wiki. Forum. Internet Chat. Ticketing System. External email accounts (user support, questions, etc). 	 Infrastructure planning. Hotline Operator support. 				
Main task/s	 Provide collaboration tools Respond to incoming requ Follow-up customer and use Moderation of forums. Management of ticketing s 	ests and questions. ser requests.				
Environment		structure and internal development teams. Spends much of ectiveness of the collaboration tools.				
KPI's	 Customer satisfaction. Number of outstanding em Rate of email / ticket closu Forum activity. 					

2. Role Profile

2.1 Profile Summary

		INE COMMUNITY NAGER			Te	chni	cal		Behavioural									Business							
Area	No.		Importance	_{T01}	T02	T03	T04	T05	 B01	B02	B03	B04	B05	B06	B07	B08	B09	B10	B11	B12	MOT	i MOZ	2 M 03	MO4	Ιм
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	A.7	Technology Watching			İ	·		 !						 !				×			1	·	1	ļ	†***
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	C.4	Problem Management	·		<u> </u>	·	ļ	ļ	ļ	ļ				ļ					X X		·	·	<u> </u>	ļ	<u> </u>
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	D.2	ICT Qual. Strat. Development	†	l	<u> </u>	·		 !	······	<u> </u>				 !							1	·	†******		┉
	D.3	Educ, & Training Provision	†	l	·			 !	·····	······				 !							1	·	1	·	<u> </u>
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	D.5	Sales Proposal Development	·		<u> </u>	·	ļ	ļ	ļ	ļ				ļ						ļ	·	†	<u> </u>	ļ	<u> </u>
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	D.8	Contract Management	•	l	<u> </u>	ļ		ļ	ļ	ļ				ļ						ļ	·	†		ļ	┉
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	E.4	Relationship Management			ļ	ļ	ļ	 !	ļ	ļ									×	ļ	·	. 	<u> </u>	ļ	<u> </u>
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				nowledge of netiquette,	(nowledge of online usat	romote and sell product	reate media elements (raft texts, clearly and co	ative, imaginative, artisti	ical	ecise and aware of detail	stomer oriented	mmitted to corporate str	Has good interpersonal skills	presentation / moderation	communicate effectively	work in a team	seek, organize and syntl	analyse	explain	nowledge of project ma	nowledge of budgeting/	owledge of legal, envir	keting knowledge	a (dall
				Has knowledge of netiquette, int	(nowledge of online usabilit	romote and sell products o	reate media elements (auc	raft texts, clearly and cond	creative, imaginative, artistic	ical	s precise and aware of details	stomer oriented	mmitted to corporate strate	good interpersonal skills	presentation / moderation s	Can communicate effectively (al	work in a team	seek, organize and synthes	analyse	explain	nowledge of project manag	Has knowledge of budgeting/est	owledge of legal, environ	keting knowledge	9 10011
					Has knowledge of online usability n	romote and sell products or s	reate media elements (audio,	raft texts, clearly and concise	ative, imaginative, artistic	ical	ecise and aware of details	stomer oriented	Is committed to corporate strategy	good interpersonal skills	Has presentation / moderation skill	communicate effectively (also	work in a team	seek, organize and synthesize	analyse	explain	Has knowledge of project manager		Has knowledge of legal, environme	keting knowledge	0 000
					(nowledge of online usability requ	romote and sell products or ser	reate media elements (audio, gr	raft texts, clearly and concisely	ative, imaginative, artistic	ical	ecise and aware of details	stomer oriented	mmitted to corporate strategy an	good interpersonal skills	presentation / moderation skills	communicate effectively (also in	work in a team	Can seek, organize and synthesize	analyse	explain	nowledge of project managemen		owledge of legal, environments	keting knowledge	0.000
					nowledge of online usability require	romote and sell products or servic	reate media elements (audio, grapl	raft texts, clearly and concisely, wi	ative, imaginative, artistic	ca	ecise and aware of details	stomer oriented	mmitted to corporate strategy and a	good interpersonal skills	presentation / moderation skills	communicate effectively (also in fon	work in a team	seek, organize and synthesize	analyse	explain	nowledge of project management p		owledge of legal, environmental, l	keting knowledge	
					nowledge of online usability requireme	romote and sell products or services	reate media elements (audio, graphic	raft texts, clearly and concisely, with	ative, imaginative, artistic	ca	ecise and aware of details	stomer oriented	mmitted to corporate strategy and awa	good interpersonal skills	presentation / moderation skills	communicate effectively (also in foreig	work in a team	seek, organize and synthesize	analyse	explain	nowledge of project management prin		owledge of legal, environmental, labo	keting knowledge	
					nowledge of online usability requirement	romote and sell products or services on	reate media elements (audio, graphics,)	raft texts, clearly and concisely, with due	ative, imaginative, artistic	ca	ecise and aware of details	stomer oriented	mmitted to corporate strategy and aware	good interpersonal skills	presentation / moderation skills	communicate effectively (also in foreign la	work in a team	seek, organize and synthesize	analyse	explain	nowledge of project management princip		owledge of legal, environmental, labour	keting knowledge	
					nowledge of online usability requirements	romote and sell products or services online	reate media elements (audio, graphics, vid	raft texts, clearly and concisely, with due re	ative, imaginative, artistic	ca	ecise and aware of details	stomer oriented	mmitted to corporate strategy and aware of	good interpersonal skills	presentation / moderation skills	communicate effectively (also in foreign lang	work in a team	seek, organize and synthesize	analyse	explain	nowledge of project management principles		owledge of legal, environmental, labour, st	keting knowledge	
					nowledge of online usability requirements	Can promote and sell products or services online	reate media elements (audio, graphics, video)	raft texts, clearly and concisely, with due rega	ative, imaginative, artistic	cal	ecise and aware of details	stomer oriented	mmitted to corporate strategy and aware of co	good interpersonal skills	presentation / moderation skills	communicate effectively (also in foreign langua	work in a team	seek, organize and synthesize	analyse	explain	nowledge of project management principles		owledge of legal, environmental, labour, stan	keting knowledge	
					nowledge of online usability requirements	romote and sell products or services online	Can create media elements (audio, graphics, video)	raft texts, clearly and concisely, with due regard	ative, imaginative, artistic	ical	ecise and aware of details	stomer oriented	mmitted to corporate strategy and aware of corpo	good interpersonal skills	presentation / moderation skills	communicate effectively (also in foreign languages	work in a team	seek, organize and synthesize	analyse	explain	nowledge of project management principles		owledge of legal, environmental, labour, standar	keting knowledge	
					nowledge of online usability requirements	romote and sell products or services online	reate media elements (audio, graphics, video)	raft texts, clearly and concisely, with due regard for	ative, imaginative, artistic	ical	ecise and aware of details	stomer oriented	mmitted to corporate strategy and aware of corporat	good interpersonal skills	presentation / moderation skills	communicate effectively (also in foreign languages)	work in a team	seek, organize and synthesize	analyse	explain	nowledge of project management principles		owledge of legal, environmental, labour, standards	keting knowledge	
					nowledge of online usability requirements	romote and sell products or services online	reate media elements (audio, graphics, video)	raft texts, clearly and concisely, with due regard for or	ative, imaginative, artistic	cal	ecise and aware of details	stomer oriented	mmitted to corporate strategy and aware of corporate o	good interpersonal skills	presentation / moderation skills	communicate effectively (also in foreign languages)	work in a team	seek, organize and synthesize	analyse	explain	nowledge of project management principles		owledge of legal, environmental, labour, standards is:	keting knowledge	
					nowledge of online usability requirements	romote and sell products or services online	reate media elements (audio, graphics, video)	raft texts, clearly and concisely, with due regard for ortho	ative, imaginative, artistic	ical	ecise and aware of details	stomer oriented	mmitted to corporate strategy and aware of corporate cult	good interpersonal skills	presentation / moderation skills	communicate effectively (also in foreign languages)	work in a team	seek, organize and synthesize	analyse	explain	nowledge of project management principles	nowledge of budgeting/estimating issues and practices	owledge of legal, environmental, labour, standards issu	keting knowledge	
					nowledge of online usability requirements	romote and sell products or services online	reate media elements (audio, graphics, video)	raft texts, clearly and concisely, with due regard for orthogr	ative, imaginative, artistic	cal	ecise and aware of details	stomer oriented	mmitted to corporate strategy and aware of corporate cultur	good interpersonal skills	presentation / moderation skills	communicate effectively (also in foreign languages)	work in a team	seek, organize and synthesize	analyse	explain	nowledge of project management principles		owledge of legal, environmental, labour, standards issues	keting knowledge	
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					nowledge of online usability requirements	romote and sell products or services online	reate media elements (audio, graphics, video)	raft texts, clearly and concisely, with due regard for orthography	ative, imaginative, artistic	ical	ecise and aware of details	stomer oriented	mmitted to corporate strategy and aware of corporate culture	good interpersonal skills	presentation / moderation skills	communicate effectively (also in foreign languages)	work in a team	seek, organize and synthesize	analyse	explain	nowledge of project management principles		owledge of legal, environmental, labour, standards issues	keting knowledge	
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					nowledge of online usability requirements	romote and sell products or services online	reate media elements (audio, graphics, video)	raft texts, clearly and concisely, with due regard for orthography and grai	ative, imaginative, artistic	ical	ecise and aware of details	stomer oriented	mmitted to corporate strategy and aware of corporate culture	good interpersonal skills	presentation / moderation skills	communicate effectively (also in foreign languages)	work in a team	seek, organize and synthesize	analyse	explain	nowledge of project management principles		owledge of legal, environmental, labour, standards issues	keting knowledge	
				nowledge of netiquette, interactive virtual environments and social networks us	nowledge of online usability requirements	romote and sell products or services online	reate media elements (audio, graphics, video)	an draft texts, clearly and concisely, with due regard for orthography and grammar	ative, imaginative, artistic	ical	ecise and aware of details	stomer oriented	mmitted to corporate strategy and aware of corporate culture	good interpersonal skills	presentation / moderation skills	communicate effectively (also in foreign languages)	work in a team	seek, organize and synthesize	analyse	explain	nowledge of project management principles		owledge of legal, environmental, labour, standards issues	keting knowledge	

2.2 Detailed Profile

A. PLAN

A.3. Business Plan Development

Dimension 2: e- Competences: Title + generic description	The online community manager is responsible for the design and structure of a community communication plan (a component of the overall communication plan). He is able to understand the market environment. He uses web technology for business benefit by deploying information architectures and processes. He communicates and sells this community communication plan to relevant stakeholders.				
Dimension 3: e- Competence proficiency levels	Level 1 Level 2				
	Level 3	Exploits specialist knowledge to provide understanding of market environment etc.			
	Level 4				
	Level 5				
Dimension 4: Knowledge and Skills	 ✓ T05: Can draft texts, clearly and concisely, with due regard for orthography and grammar ✓ B08: Can communicate (including in foreign languages if useful) 				

A.4. Specification Creation

A.4. Specification Cr	cation					
Dimension 2: e- Competences: Title + generic description	In analysing and defining the current and target status of a community communication plan, the online community manager acts systematically in estimating cost effectiveness and design decision templates. He maintains a project diary and exploits specialist knowledge in the specification development to create and maintain standard and complex documents of the community communication project (such as structure plans, timescales, milestone descriptions).					
Dimension 3: e-	Level 1					
Competence proficiency levels	Level 2	Acts systematically to document standard and simple elements of project.				
	Level 3	Exploits specialist knowledge in specification development to create and maintain complex documents of the project.				
	Level 4					
	Level 5					
Dimension 4: Knowledge and Skills	 ✓ B04: Is customer-orientated ✓ T05: Can draft texts, clearly and concisely, with due regard for orthography and grammar 					

A.7. Technology & Market Trends Watching

A.7. Technology & Market Trends Watching						
Dimension 2: e-		The online community manager is aware of technology improvements and market trends in his				
Competences: Title	field of competence and is able to integrate them into specification of the community					
+ generic	communication p	olan. He therefore contributes added value by making steps towards				
description		sales effectiveness, productivity quality or competitiveness of the website or				
		He is able to identify the articulations between emerging technologies and				
	market requireme	nts in accordance with communication strategy.				
Dimension 3: e-	Level 1					
Competence	1 1 2	The same of the development of the district of				
proficiency levels	Level 2	Is aware of technology improvements in his field of competence and is able				
		to integrate them, if necessary, in his planning in accordance with				
		specifications.				
	Level 3	Is actively looking out for new technology improvements in his field of				
		competence. Can identify the articulations between emerging technologies				
		and business requirements in accordance with overall communication plans.				
	Level 4					

	Level 5	
Dimension 4: Knowledge and Skills	✓ B10: Can seek	x, organize and synthesize

B. BUILD

B.1. Design and Development

b. 1. Design and Development							
Dimension 2: e-		e online community manager may participate in the integration of online communication dules and components into a website or web application. In doing so, he always considers					
Competences: Title							
+ generic	the required specifications. He may test singular units and the whole system to ensure that all						
description	functional and p	functional and performance criteria are met.					
Dimension 3: e-	Level 1						
Competence proficiency levels	Level 2	Systematically develops small components or modules.					
	Level 3						
	Level 4						
	Level 5						
Dimension 4: Knowledge and Skills	creativity an ✓ B10: Can set ✓ B04: Is custo ✓ B08: Can co ✓ B09: Is able ✓ B12: Can ex ✓ B07: Has pre	texts, clearly & concisely, with due regard for orthography & grammarB01: Has and imagination ek, organize and synthesize omer-orientated mmunicate (including in foreign languages if useful) to work in a team plain (defend, argue, justify) esentation and moderation skills ise and aware of details					

B.2. Systems Integration

D.Z. Systems integral						
Dimension 2: e-		The online community manager may install the web communication modules into an existing or				
Competences: Title	proposed system. To ensure interoperability and integrity of the overall system functionality					
+ generic	and reliability he complies with established processes and procedures. He considers the					
description	specification, cap	pacity and compatibility of existing and new modules.				
Dimension 3: e-	Level 1					
Competence	1					
proficiency levels	Level 2					
	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					
Dimension 4:	✓ B03: Is precise	e and aware of details				
Knowledge and						
Skills						

B.3. Testing

Dimension 2: e-	He has specialis	st knowledge to organise complex testing programmes for web communication				
Competences: Title	modules and cu	modules and customer usability requirements. These tests ensure that all internal, external,				
+ generic	national and in	ternational standards are met and that the performance of the new or revised				
description	components cor	nforms to the expectation. By documenting and reporting the tests and results				
	he provides an	important input to all involved persons like designers, users, maintainers and to				
	evidence certifi	evidence certification requirements.				
Dimension 3: e-	Level 1					
Competence						
proficiency levels	Level 2	Organises test programmes, records and reports outcomes providing analysis of				
progretericy tevets		results.				

	Level 3	Exploits specialist knowledge to supervise complex testing programmes. Ensures tests and results are documented to provide input to subsequent process owners such as designers, users, maintainers. Accountable for compliance with testing procedures including a documented audit trail.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ B11: can and	alyse

B.5. Technical Publications Development

D.J. Technical Fublic	acions be retopine					
Dimension 2: e- Competences: Title + generic description	He takes input from technical authors to organise the production of different documents according to the requirement of the project or application. He prepares the presentation by selecting the appropriate style and media and by describing the different function and features. The online community manager is also responsible for the document-management system and the update and validation of the existing documentation relative to communicating with online communities.					
Dimension 3: e-	Level 1					
Competence						
proficiency levels	Level 2	Organises the production of documents taking input from technical authors.				
	Level 3					
	Level 4					
	Level 5					
Dimension 4:						
Knowledge and						
Skills						

C. RUN

C.3. Service Delivery

C.J. Jei vice Delivery	<i>f</i>	
Dimension 2: e- Competences: Title + generic description	communicates the tools such as Scri operational even	imunity manager acts systematically to analyse performance data and ese findings to his senior colleagues. He handles monitoring and management pts and Procedures. He updates the operational document library and logs all its. He ensures a stable and secure web communication application and escalating potential service level failures and recommending actions for ent.
Dimension 3: e-	Level 1	
Competence		
proficiency levels	Level 2	Acts systematically to analyse performance data and communicate findings to
. ,		senior colleagues. Escalates potential service level failures and recommends
		actions to improve service performance.
	Level 3	
	Level 4	
	Level 5	
Dimension 4:	✓ B11: can anal	yse
Knowledge and	✓ B03: Is precise	e and aware of details

C.4. Problem Management

Dimension 2: e-	He has specialist online communication related knowledge and understands the underlying IT		
Competences: Title	infrastructure and problem management process. He is able to identify failures and the root		
+ generic	cause of incidents within the online communication campaign or strategy rapidly, to resolve (i.e.		
description	repair, replace or reconfigure) them with minimum outage and to prevent a recurrence of them		
	by documenting these problems for future analysis.		
Dimension 3: e-	Level 1		

Competence proficiency levels	Level 2	
	Level 3	Exploits specialist online communication related knowledge and in depth understanding of the underlying IT 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	
Dimension 4: Knowledge and Skills	✓ B11: can ana	lyse

D. ENABLE

D.6. Channel Management

Providence Management			
Dimension 2: e- Competences: Title + generic	The online community manager manages online communication campaigns directed at specific communities. He ensures optimum commercial performance of the online communication channels in coherence with the business and marketing strategy.		
description		5 5	
Dimension 3: e-	Level 1		
Competence	Laval 2		
proficiency levels	Level 2		
	Level 3	Acts creatively to influence the establishment of online communities. Manages online communication channels to maximise business performance.	
	Level 4		
	Level 5		
Dimension 4: Knowledge and Skills	✓ B01: Is creative	e, imaginative, artistic	

E. MANAGE

E.1. Forecast Development

L. 1. 1 diecast bevelopment			
Dimension 2: e-	He uses market inputs (e.g. market needs, acceptance of products/services) and assesses the		
Competences: Title	organisation's communication needs to make short-term forecasts. He applies relevant metrics		
+ generic		ferent departments (e.g. production, marketing, sales and distribution) in the	
description	decision-makir	ng process.	
Dimension 3: e-	Level 1		
Competence	Level 2		
proficiency levels	Level 2		
	Level 3	Exploits skills to provide short-term forecast using market inputs and assessing	
		the organisations communication needs.	
	Level 4		
	Laval E		
	Level 5		
Dimension 4:	√ T03: Can promote and sell products or services online		
Knowledge and	✓ B10: Can seek, organize and synthesize		
Skills	✓ M04: Has marketing knowledge		

E.2. Project and Portfolio Management

Dimension 2: e-	He understands and applies the principles of project management. That means that he defines
Competences: Title	activities, responsibilities, critical milestones, resources, skills needs, interfaces and budget.
+ generic	He is able to apply methodologies, tools and processes. He is able to meet identified business
description	needs by implementing new, internal or external defined processes. He makes choices, gives
	instructions and bears responsibility for a team (i.e. relationship within the team, team

	objectives). Sometimes he takes the overall responsibility for an online communication project (i.e. outcomes, finance, resource management, time management). He also creates and maintains documents to facilitate the monitoring of project progress.		
Dimension 3: e-	Level 1		
Competence proficiency levels	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		
	Level 5		
Dimension 4: Knowledge and Skills	 ✓ B11: Can analyse ✓ M01: Has knowledge of project management principles ✓ M02: Has knowledge of budgeting / estimating issues and practices ✓ M05: Can lead a team 		

E.3. Risk Management

E.3. RISK Managemen	It		
Dimension 2: e- Competences: Title + generic description	He implements the risk management with regard to online communication and the application of the enterprise defined risk management policy and procedure. He understands and applies the principles of risk management (i.e. assesses risk, documents potential risk and containment plans) and is able to investigate solutions to mitigate identified risks. He evaluates, manages and ensures the validation of exceptions and audits online communication processes and environment.		
Dimension 3: e-	Level 1		
Competence proficiency levels	Level 2	Understands and applies the principles of risk management and investigates 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 online communication processes and environment.	
	Level 4		
	Level 5		
Dimension 4: Knowledge and Skills	 ✓ B11: Can analyse ✓ B03: Is committed to corporate strategy and aware of corporate culture 		

E.4. Relationship Management

E. 4. Netationship management			
Dimension 2: e-	He is responsible for a positive business relationship between the client and the internal or		
Competences: Title	external provider deploying and complying with organisational processes. He maintains a		
+ generic	regular communication with them and he is familiar with their environment. He ensures that all		
description	the needs, concerns and also complaints of the client, partner and supplier are understood and		
	addressed in acco	rdance with organisational policy. He accounts for his own and others actions	
	in managing a limited client base.		
Dimension 3: e-	Level 1		
Competence			
proficiency levels	Level 2		
, ,	Level 3	Assounts for own and others actions in managing a limited client has	
	Level 3	Accounts for own and others actions in managing a limited client base.	
	Level 4		
	Level 5		
Dimension 4:	✓ B05: Is commi	tted to corporate strategy and aware of corporate culture	
Knowledge and	✓ Bo9: Can work in a team		
_			
Skills	✓ B07: Has presentation and moderation skills		

E.5. Process improvement

Dimension 2: e- Competences: Title + generic description	The online community manager researches and benchmarks existing online sales processes and solutions in order to define possible innovations. He measures the effectiveness of existing online communication processes and makes reasoned recommendations.	
Dimension 3: e-	Level 1	
Competence proficiency levels	Level 2	
	Level 3	Exploits specialist knowledge to research existing online communication processes and solutions in order to define possible innovations. Makes recommendations based on reasoned arguments.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ B11: Can and ✓ B10: Can see	alyse ek, organize and synthesize

E.6. ICT Quality Management

E.6. ICT Quality Management			
Dimension 2: e-			
Competences: Title	He is responsible for the implementation and assurance of the online communication quality		
+ generic	policy and the continuous quality improvement. He plans and defines indicators to manage the		
description	quality with respect to online communication strategy and to review the performance. He		
	evaluates these in	ndicators to propose remedial action.	
Dimension 3: e-	Level 1		
Competence proficiency levels	Level 2		
	Level 3	Evaluates quality management indicators and processes based on online	
		communication quality policy and proposes remedial action.	
	Level 4		
	Level 5		
Dimension 4:			
Knowledge and			
Skills			

F.7. Business Change Management

E.7. business change management				
Dimension 2: e-	He assesses the implication of new online communication solutions. He identifies methods and			
Competences: Title	standards that can be deployed to meet defined change requirements. Structural and cultural			
+ generic	issues are taken into account. He quantifies the business benefits and maintains business and			
description	process continuity	process continuity throughout change and monitoring the impact for example.		
Dimension 3: e-	Level 1			
Competence	1 1 2			
proficiency levels	Level 2			
	Level 3	Evaluates change requirements and exploits specialist skills to identify		
		possible methods and standards that can be deployed.		
	Level 4			
	Lovel E			
	Level 5			
Dimension 4:	✓ B05: Is comm	itted to corporate strategy and aware of corporate culture		
Knowledge and				
Skills				