

**Progression Pathways and
Related Competencies
for Import and Export Industry –
E-Business**

Vocational Qualifications Pathway

The Vocational Qualifications Pathways list the main job positions in various functional areas within the industry, along with the required skills and abilities. It provides job seekers with information on career advancement, making it more attractive to enter the industry. Practitioners and people pursuing further education and training can refer to the Vocational Qualifications Pathways to equip themselves with the necessary skills for different job positions, upgrade step by step, and plan their personal development on work and study paths. Educational institutions and training organisations can also refer to the relevant competencies to design training courses that better meet the industry's needs and strengthen the connection between learning and work. Employers can also refer to the Vocational Qualifications Pathways to plan human resources and internal training, which helps with recruitment and human resource management.

The Vocational Qualifications Pathways for the "e-business" in import and export industry includes the required abilities for each main job position, divided into "core" abilities and "non-core" abilities, displayed in the form of ability units. "Core" abilities are generally recognised by the industry as necessary for each job position, and employees must fully meet the "core" ability requirements to meet the required ability standards for that position. "Non-core" abilities are the abilities that individual companies need, depending on the nature or scale of the company's business. Employees in that position may not need to fully master these abilities. Since most e-business companies in Hong Kong's import and export industry are small and medium-sized enterprises, the requirements for each job position may vary between companies. Therefore, the Vocational Qualifications Pathways for this industry are for reference purposes only. The Vocational Qualifications Pathways for each functional area and the job positions matched with their required abilities are as follows.

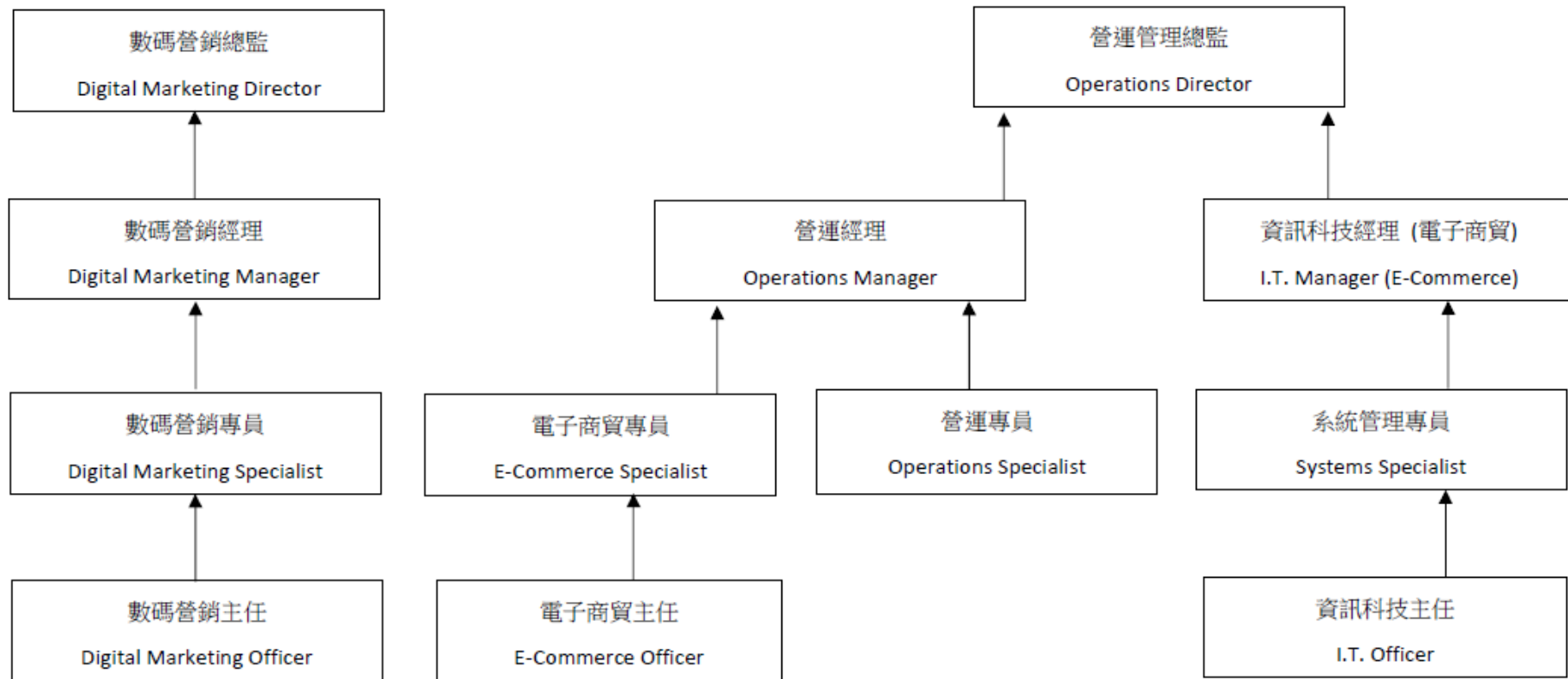
Main Job Positions in the Vocational Qualifications Pathways

The main job positions in the import and export industry - e-business have different plans based on the size and operational needs of the enterprise. Therefore, the following job titles related to various e-business categories are for reference only:

- "Digital Marketing" - Digital Marketing Officer, Digital Marketing Specialist, Digital Marketing Manager, Digital Marketing Director
- "Operations Management and Planning" - Operations Specialist, Operations Manager, Operations Director
- "E-transaction Management" - E-commerce Officer, E-commerce Specialist, Operations Manager, Operations Director
- "E-commerce Technology Management" – I.T. Officer, Systems Specialist, I.T. Manager (E-commerce), Operations Director

Practitioners and people pursuing further education and training can refer to the main job positions and Vocational Qualifications Pathways diagram on the next page

進出口業 – 電子商貿
Import & Export Industry – E-business
職業資歷階梯
Vocational Qualifications Pathway



Digital Marketing

Position	Digital Marketing Director			
Duties	<ul style="list-style-type: none"> Formulate cross-border e-commerce marketing strategies and evaluate strategy performance Master the conditions for product entry into e-commerce markets and analyse product competitiveness and potential customer demand Set digital marketing strategy objectives and plan appropriate digital marketing tools Formulate key performance indicators (KPIs) for online channels Keep abreast of changes in market demand and adjust real-time marketing strategies flexibly 			
	Core Competency	Code	Level	Credit
	Formulate cross-border e-commerce marketing strategies	110970L6	6	8
	Formulate strategies for entering products into the e-commerce market	110971L6	6	6
	Formulate digital marketing strategies	110972L6	6	8
	Formulate real-time marketing strategies	110969L5	6	6
	Non-core Competency	Code	Level	Credit
	Formulate e-commerce strategies	110990L6	6	9
	Formulate e-commerce supply chain management strategies	110991L6	6	8
	Formulate e-commerce risk strategies	110988L5	5	8
	Total Credits			53

Position	Digital Marketing Manager																										
Duties	<ul style="list-style-type: none"> Analyse marketing data, including sales trends (trend analysis), marketing performance and consumer behavior, etc Execute digital marketing strategies Evaluate market acceptance and sales forecasts for products or services in e-commerce markets Manage digital marketing channels Handle digital marketing public relations crises 																										
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Position	Digital Marketing Specialist																											
Duties	<ul style="list-style-type: none"> • Execute digital marketing plans • Update the information on various e-commerce platforms regularly • Produce marketing content for social media • Manage customer data and analyse customer orders 																											
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Position	Digital Marketing Officer			
Duties	<ul style="list-style-type: none"> • Manage online customer complaints and maintain customer relationships • Investigate customer satisfaction and manage online customer complaints 			
	Core Competency	Code	Level	Credit
	Manage online customer complaints	110958L3	3	6
	Conduct surveys for online customer satisfaction	110959L3	3	6
	Non-core Competency	Code	Level	Credit
	Apply digital marketing tools	110962L4	4	6
	Create marketing social media content	110965L4	4	6
	Total Credits			24

Operations Management and Planning

Position	Operations Director																																							
Duties	<ul style="list-style-type: none"> • Formulate overall operational strategies for e-commerce, including procurement, risk management, and market competition, to enhance business performance and achieve business objectives • Establish product development strategies • Analyse e-commerce policies and their impact in relevant regions to formulate e-commerce operational strategies <table border="1" data-bbox="288 674 1345 1272"> <thead> <tr> <th data-bbox="288 674 911 730">Core Competency</th> <th data-bbox="911 674 1131 730">Code</th> <th data-bbox="1131 674 1241 730">Level</th> <th data-bbox="1241 674 1345 730">Credit</th> </tr> </thead> <tbody> <tr> <td data-bbox="288 730 911 831">Formulate management strategies for smart warehousing</td> <td data-bbox="911 730 1131 831">110977L5</td> <td data-bbox="1131 730 1241 831">5</td> <td data-bbox="1241 730 1345 831">9</td> </tr> <tr> <td data-bbox="288 831 911 887">Formulate e-commerce strategies</td> <td data-bbox="911 831 1131 887">110990L6</td> <td data-bbox="1131 831 1241 887">6</td> <td data-bbox="1241 831 1345 887">9</td> </tr> <tr> <td data-bbox="288 887 911 987">Formulate e-commerce supply chain management strategies</td> <td data-bbox="911 887 1131 987">110991L6</td> <td data-bbox="1131 887 1241 987">6</td> <td data-bbox="1241 887 1345 987">8</td> </tr> <tr> <td data-bbox="288 987 911 1043">Formulate e-commerce procurement strategies</td> <td data-bbox="911 987 1131 1043">110978L5</td> <td data-bbox="1131 987 1241 1043">5</td> <td data-bbox="1241 987 1345 1043">8</td> </tr> <tr> <td data-bbox="288 1043 911 1099">Formulate e-commerce risk strategies</td> <td data-bbox="911 1043 1131 1099">110988L5</td> <td data-bbox="1131 1043 1241 1099">5</td> <td data-bbox="1241 1043 1345 1099">8</td> </tr> <tr> <td data-bbox="288 1099 911 1155">Formulate product development strategies</td> <td data-bbox="911 1099 1131 1155">110979L6</td> <td data-bbox="1131 1099 1241 1155">6</td> <td data-bbox="1241 1099 1345 1155">8</td> </tr> <tr> <td data-bbox="288 1155 911 1272">Formulate competitive strategies for products in e-commerce</td> <td data-bbox="911 1155 1131 1272">110980L6</td> <td data-bbox="1131 1155 1241 1272">6</td> <td data-bbox="1241 1155 1345 1272">8</td> </tr> <tr> <td colspan="3" data-bbox="288 1272 1241 1328" style="text-align: right;">Total Credits</td> <td data-bbox="1241 1272 1345 1328">58</td> </tr> </tbody> </table>				Core Competency	Code	Level	Credit	Formulate management strategies for smart warehousing	110977L5	5	9	Formulate e-commerce strategies	110990L6	6	9	Formulate e-commerce supply chain management strategies	110991L6	6	8	Formulate e-commerce procurement strategies	110978L5	5	8	Formulate e-commerce risk strategies	110988L5	5	8	Formulate product development strategies	110979L6	6	8	Formulate competitive strategies for products in e-commerce	110980L6	6	8	Total Credits			58
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Position	Operations Manager																						
Duties	<ul style="list-style-type: none"> • Formulate Standard Operating Procedures (SOP) • Analyse operation data, review and optimise operational processes • Implement e-commerce and warehouse management strategies in global markets • Manage e-procurement and contracts • Implement e-commerce risk management 																						
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Position	Operations Specialist																						
Duties	<ul style="list-style-type: none"> • Apply smart warehouse management systems • Process orders, manage suppliers, and arrange goods receiving and delivery • Analyse and resolve quality issues related to customer service • Execute various operational processes, provide efficient services and document processing • Adhere to key performance indicators (KPIs) and comply with Standard Operating Procedures (SOPs) 																						
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E-transaction Management

Position	E-Commerce Specialist			
Duties	<ul style="list-style-type: none"> • Manage cross-border payments and receipts • Understand relevant laws and policies related to cross-border settlements • Devise payment/receipt plans • Combining traditional payment settlement methods and the characteristics of the network, choose or recommend suitable payment settlement channels • Follow up on e-commerce business orders with customers • Manage e-procurement 			
	Core Competency	Code	Level	Credit
	Process e-commerce order transactions	110997L3	3	5
	Apply e-commerce financing platforms	110999L4	4	7
	Implement e-procurement management	110994L4	4	6
	Non-core Competency	Code	Level	Credit
	Implement security management of e-commerce transactions	110998L4	4	6
	Apply big data analysis	110986L4	4	7
	Total Credits			31

Position	E-Commerce Officer			
Duties	<ul style="list-style-type: none"> • Handle documents and procedures required for electronic customs clearance • Understand customs regulations and relevant laws to complete electronic customs clearance and file, archive, and retain documents • Apply smart warehouse and logistics systems • Manage logistics distribution 			
Core Competency		Code	Level	Credit
Manage "last mile" delivery*		110993L3	3	6
Handle electronic customs clearance and declaration		110992L2	2	4
Apply smart logistics technology		110982L4	4	6
Apply smart warehouse management system		110995L4	4	6
Non-core Competency		Code	Level	Credit
Process e-commerce order transactions		110997L3	3	5
Process electronic cargo documents		110981L2	2	3
Total Credits				30

E-commerce Technology Management

Position	I.T. Manager (E-Commerce)																																						
Duties	<ul style="list-style-type: none"> • Assist the enterprise in formulating suitable e-commerce strategies • Select outsourcing platform services that can provide appropriate application systems and support • Apply e-commerce financing platforms • Review potential issues on e-commerce platforms and system security regularly and suggest improvement plans • Manage and supervise e-commerce service outsourcing vendors 																																						
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Position	Systems Specialist																		
Duties	<ul style="list-style-type: none"> • Implement comprehensive network platform management and system security measures • Perform regular network platform and system security checks • Review potential security issues on computer networks and systems regularly • Implement regular network security updates (Security Patch) 																		
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Total Credits			31																

Position	I.T. Officer			
Duties	<ul style="list-style-type: none"> Implement system security checks, such as computer viruses, application platforms, firewalls, and endpoint encryption programs, and report system issues promptly Support technological operations for supply chain processes 			
Core Competency		Code	Level	Credit
Implement security management of e-commerce transactions		110998L4	4	6
Non-core Competency		Code	Level	Credit
Apply AI technology to supply chain operations		110987L4	4	7
			Total Credits	13