

**Specification of Competency Standards**  
**for the Printing & Publishing Industry**  
**Unit of Competency**

Functional Area - 電子出版

Title	Execute workflow management of e-publishing
Code	106348L6
Range	In an e-publishing company's organizational structure, recruit appropriate talents based on the needs of creativity and production, , and deploy them in departments with clearly defined responsibilities, authorities and interlinked scopes of work, and set up a central coordination mechanism for these departments. As a learning organization, continuously improve the workflow management of e-publishing inside the company.
Level	6
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the requirements for a wide spectrum of talents in the creativity and production process of e-publishing, such as visual designers and programmers experienced in Web 2.0, HTML 5.0 and CSS 3.0, experienced sales personnel in digital marketing, and experienced editors and production personnel in multi-media publishing, etc.</p> <p>2. Understand how to divide and define job roles in an organization to suit the creativity and production process of e-publishing workflow, to accumulate experience and continuously work on perfecting its workflow management.</p> <p>3. Based on the above competencies, continuously improve the workflow management of e-publishing inside the company.</p>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Be able to recruit a wide spectrum of appropriate talents to meet the requirements of creativity and production of e-publishing.</li> <li>• Be able to continuously improve workflow management.</li> </ul>
Remark	