Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Sales, Marketing and Multi-channel Sales Management

Title	Edit the text content of website
Code	111245L3
Range	this unit of competency (UoC) is applicable to staff responsible for publicity and promotion in the retail industry. Practitioners have the ability to collect, select, integrate and edit website channel content and write related articles.
Level	3
Credit	6 （For Reference Only）

Competency	Performance Requirements
	1. Understand the knowledge of editing website
	
	• Master the ability of website text editing
	    o Understand network application knowledge
	    o Understand the basic technology of website production
	    o Perform news collection and processing of news content and title
	• Master common software basic operations (e.g. HTML or CSS text editor)
	
	2. Edit the text content of website
	
	• Edit the contents of different sites according to corporate policy
	    o Edit internet news
	    o Edit the website product description
	    o Edit Weibo promotion
	    o Edit the marketing soft paper
	• Check the website text editor specification (e.g. title specification, text specification, keyword specification)
	• Master web page layout, layout attributes and proper usage
	    o Set the text font, colour, size and so on
	    o Paragraph layout, line breaks and so on
	    o Project symbol
	    o Special effect
	
	3. Exhibit professionalism
	
	• Implementation could meet the requirements of corporate development
	• Comply with the latest regulatory requirements of the Government (e.g. the Trade Descriptions Ordinance and the Copyright Ordinance), privacy and information security. The editorial content does not violate the relevant regulations.

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Collect, select, integrate and edit website channel text content; and • Use appropriate software to edit website text content.
Remark	This UoC is adopted from 107112L3