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

Title	Manage the content for website / digital marketing
Code	111256L4
Range	This unit of competency (UoC) is applicable to staff responsible for publicity and promotion in the retail industry. Practitioners have the ability to manage the data of the website back-end system and external system to achieve the website content control in the e-business operation process.
Level	4
Credit	6 （For Reference Only）

Competency	Performance Requirements
	1. Understand the knowledge of managing website content
	
	• Master the concept and characteristics of website content management (e.g. content can be text, image, video)
	• Understand the common website content management systems (e.g. WordPress, Drupal)
	
	2. Manage the content for website / digital marketing
	
	• Execute the website document information management method
	   o Edit information: text editor / short-cut function / direct image upload / other plug-in applications
	   o Support multiple document types: normal type / HTML type / external file type / external link type / multiple attachments support
	   o Support "WYSIWYG" edit style: article edit preview / image resource management / support of multiple formats of attached file / support of multiple attachments upload / attachments direct display / support of attachment download and delete
	• Review and share information
	   o Release information: static news release / dynamic news release
	• Manage comments
	   o Delete information: individual deletion / batch deletion
	   o List definition: list display definition / list dynamic arrangement / list filtering
	   o Search document: custom inquiry / full text search
	• Defend against cybersecurity threat
	   o Monitor website security to ensure user information security
	   o Implement security defensive measure to ensure user information security: apply user authentication technology to encrypt user information document for backup
	
	3. Exhibit professionalism
	
	• Not make damage to the interests of corporate and customers' behaviour in any case
	• In managing the website user information, comply with the relevant regulations

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Ensure no damage to the interests of corporates and users by using the content for website / digital marketing; and • Comply with the relevant legal requirements when managing the content for website / digital marketing.
Remark	This UoC is adopted from 107289L4. The UoC title is revised.