

**SKILLS FRAMEWORK FOR RETAIL  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Customer Immersive Experience					
<b>TSC</b>	Content Management					
<b>TSC Description</b>	Manage information architecture and visual compositions of webpages and multimedia sites in order to communicate key messages					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>RET-CIE-2001-1.1</b>	<b>RET-CIE-3001-1.1</b>	<b>RET-CIE-4001-1.1</b>	<b>RET-CIE-5001-1.1</b>	
		Upload web content according to established requirements and ensure information is presented in an accessible, visible, clear and logical manner	Maintain visual composition of the sites according to established requirements to ensure information is conveniently accessible, visible, clear and logical	Identify key messages, themes, tone and personality for written content. Oversee maintenance requirements, information architecture, site designs as well as functionalities	Articulate desired visual composition of the webpages and multimedia sites to ensure information is easily accessible, clear, understandable and logical	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Web content development guidelines</li> <li>Information architecture</li> <li>Copyright and intellectual property legislation relating to webpage content</li> <li>Methods to feature content clearly for ease of viewing and readability</li> <li>Organisational requirements relating to webpage content</li> <li>Privacy requirements relating to webpage content</li> </ul>	<ul style="list-style-type: none"> <li>Web content development guidelines</li> <li>Information architecture</li> <li>Copyright and intellectual property legislation relating to webpage content</li> <li>Functions and features of micro-content elements (e.g. headings, highlighted words and link text)</li> <li>Techniques in developing Cascading Style Sheets (CSS)</li> <li>Methods to feature content clearly for ease of viewing and readability</li> <li>Organisational requirements relating to webpage content</li> <li>Privacy requirements relating to webpage content</li> </ul>	<ul style="list-style-type: none"> <li>Web content development guidelines</li> <li>Copyright and intellectual property legislation relating to webpage content</li> <li>Web design and usability techniques</li> <li>Functions and features of micro-content elements (e.g. headings, highlighted words and link text)</li> <li>Techniques in developing Cascading Style Sheets (CSS)</li> <li>Organisational requirements relating to webpage content</li> <li>Privacy requirements relating to webpage content</li> </ul>	<ul style="list-style-type: none"> <li>Web content development guidelines</li> <li>Copyright and intellectual property legislation relating to webpage content</li> <li>Web design and usability techniques</li> <li>Organisational requirements relating to webpage content</li> <li>Privacy requirements relating to webpage content</li> <li>Legislative requirements relating to content and Intellectual Property (IP)</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Maintain web content to ensure the data presented is accessible, visible and clear</li> <li>Log into server sites using administrative settings to transfer protocols in preparation for content uploads</li> </ul>	<ul style="list-style-type: none"> <li>Create web and multimedia content according to web content requirements</li> <li>Ensure that web and multimedia content is easily and conveniently accessible and visible and that information is clear, understandable and</li> </ul>	<ul style="list-style-type: none"> <li>Identify web content requirements based on evaluation of customer needs</li> <li>Oversee the application of guidelines relating to the display and format of text and/or image contents across different platforms</li> </ul>	<ul style="list-style-type: none"> <li>Develop guidelines relating to the display and format of text and/or image contents across different platforms</li> <li>Define target customers</li> <li>Identify customer information needs with reference to audience,</li> </ul>	

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			<p>logical</p> <ul style="list-style-type: none"> <li>• Edit web and multimedia content with reference to audience needs and site functionalities</li> <li>• Provide inputs to alter site designs to enhance user experience</li> </ul>	<ul style="list-style-type: none"> <li>• Manage alterations to website design to enhance user experience</li> <li>• Ensure maintenance of information architecture and website design</li> </ul>	<p>site functionalities and target customers requirements</p> <ul style="list-style-type: none"> <li>• Establish appropriate content and key messages according to target customers' needs</li> </ul>	
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