

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

TSC Category	Digital Interface Optimisation					
TSC	Website Performance Management					
TSC Description	Design mechanisms to identify website maintenance, administration, or performance problems, as well as generate website performance benchmarks reports and record outcomes against specifications					
TSC Proficiency Description	Level 1	Level 2 RET-DIO-2004-1.1	Level 3 RET-DIO-3004-1.1	Level 4 RET-DIO-4004-1.1	Level 5 RET-DIO-5004-1.1	Level 6
		Identify performance issues and suggest improvements to website design, perform website maintenance and maintain website security	Benchmark and document website performance and implement proposed improvements	Review website performance reports and facilitate the implementation of policies and procedures to maintain the stability of website-related actions and processes	Design mechanisms to identify website maintenance, administration or performance problems, develop policies and procedures to maintain stability of website-related processes and establish website performance benchmarks based on business requirements	
Knowledge		<ul style="list-style-type: none"> • Organisation's IT strategies and policies • Website testing • Website administration 	<ul style="list-style-type: none"> • Organisation's IT strategies and policies • New technologies, hardware, software and networks for e-commerce • Key performance indicators for website management • Webmaster tools and analytics • Website administration guidelines 	<ul style="list-style-type: none"> • Organisation's IT strategies and policies • E-commerce disaster recovery policies and procedures • Website administration guidelines • Key performance indicators for website management • Webmaster tools and analytics 	<ul style="list-style-type: none"> • Organisation's IT strategies and policies • E-Commerce strategies • Web security management • Organisation's business continuity management • E-Commerce disaster recovery policies and procedures • Key performance indicators for website management 	
Abilities		<ul style="list-style-type: none"> • Test the website operation and maintenance requirements against the specifications and business requirements • Identify faults or suggest improvements to the website • Track user activities • Document and implement the website maintenance schedules • Maintain website security measures 	<ul style="list-style-type: none"> • Upgrade web performance by conferring with vendors and services, developing, evaluating and installing enhancements and new software • Manage website troubleshooting • Evaluate actual website performance against performance benchmarks in key areas and record the outcomes • Implement improvements according to the business requirements 	<ul style="list-style-type: none"> • Secure web systems by developing system access, monitoring, control and evaluation, testing disaster recovery policies and procedures • Review website performance reports and ensure that performance benchmarks are tested • Facilitate the implementation of policies and procedures to maintain the stability of actions and processes related to the website 	<ul style="list-style-type: none"> • Develop website administration, management and maintenance guidelines • Select hardware, software and networks for e-commerce website operations • Establish website performance indicators and monitoring tools • Devise parameters to measure website performance in terms of stability and responsiveness 	

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			<ul style="list-style-type: none"> Escalate website problems to relevant parties 			
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