Profile title	DIGITAL MEDIA SPECIALIST ROLE (7)		
Summary statement	Integrates digital technology components for internal and external communication purposes.		
Mission	Designs and codes social media applications and websites. Makes recommendations on Application Programming Interface (API) and supports efficiency through appropriate content management systems.		
Deliverables	Accountable	Responsible	Contributor
		• Non Functional Requirements • User Engagement Evaluation Tools	• Solution in Operation
Main task/s	• Carry out user experience design methods and translate into application requirements • Design web and multimedia applications content in line with user and customer needs • Test and resolve any technical, usability and accessibility issues • Ensure compliance with privacy, legal requirements and accessibility standards • Provide guidance on search engine optimisation (SEO)		

The table above is an extract from *European ICT professionals role profiles* Ref. No. CWA 16458-1:2018 E © 2018 CEN

The following pages map SFIA skills and competency levels to the role profile. There are 2 parts to the mapping:
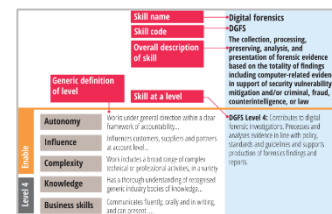
- *The Level of responsibility.*

  A common language is used to describe levels of responsibility across roles in all professional disciplines. The SFIA Framework consists of seven levels of responsibility; Level 1, the lowest, to Level 7, the highest. The levels describe the behaviours, values, knowledge and characteristics that an individual should have in order to be identified as competent at the level. Each of the levels is also labelled with a phrase to summarise the level of responsibility.

- *The Professional skills.*

  SFIA 7 consists of 102 professional skills. Each skill description is made up of an overall definition of the skill and a description of the skill at each of up to seven levels.

  The skill level descriptions provide a detailed definition of what it means to practice the skill at each level of competency. The skill level descriptions are aligned to the 7 levels of responsibility which ensures consistency throughout the SFIA framework making it solid and robust across professional disciplines.

Level 7	Set strategy, inspire, mobilise
Level 6	Initiate, influence
Level 5	Ensure, advise
Level 4	Enable
Level 3	Apply
Level 2	Assist
Level 1	Follow

EU ICT Digital Media Specialist role (7)

SFIA Generic Responsibility Levels for the Role

Autonomy - Level 3
• Works under general direction
• Uses discretion in identifying and responding to complex issues and assignments
• Receives specific direction, accepts guidance and has work reviewed at agreed milestones
• Determines when issues should be escalated to a higher level

Influence - Level 3
• Interacts with and influences colleagues
• Has working level contact with customers, suppliers and partners
• May supervise others or make decisions which impact the work assigned to individuals or phases of projects
• Understands and collaborates on the analysis of user/customer needs and represents this in their work

Complexity - Level 3
• Performs a range of work, sometimes complex and non-routine, in a variety of environments
• Applies methodical approach to issue definition and resolution

Knowledge - Level 3
• Has a sound generic, domain and specialist knowledge necessary to perform effectively in the organisation typically gained from recognised bodies of knowledge and organisational information
• Demonstrates effective application of knowledge
• Has an appreciation of the wider business context
• Takes action to develop own knowledge

Businesss Skills - Level 3
• Demonstrates effective communication skills
• Plans, schedules and monitors own work (and that of others where applicable) competently within limited deadlines and according to relevant legislation, standards and procedures
• Contributes fully to the work of teams
• Appreciates how own role relates to other roles and to the business of the employer or client
• Demonstrates an analytical and systematic approach to issue resolution
• Takes the initiative in identifying and negotiating appropriate personal development opportunities
• Understands how own role impacts security and demonstrates routine security practice and knowledge required for own work

EU ICT Digital Media Specialist role (7)

SFIA Professional Skills for the Role
Core - all people performing this job will need this skill. Optional - some people performing this job will need the skill.

Core: User experience design @ Level 3
• Applies tools and methods to design and develop users' digital and off-line tasks, interaction and interfaces to meet agreed usability and accessibility requirements for selected system, product or service components
• Creates workable prototypes
• Assists as part of a team on overall user experience design
• Assists in the evaluation of design options and trade-offs
• Consistently applies visual design and branding guidelines

Core: Programming/software development @ Level 2
• Designs, codes, verifies, tests, documents, amends and refactors simple programs/scripts
• Applies agreed standards and tools, to achieve a well-engineered result
• Reviews own work

Core: Testing @ Level 2
• Defines test conditions for given requirements
• Designs test cases and creates test scripts and supporting data, working to the specifications provided
• Interprets, executes and records test cases in accordance with project test plans
• Analyses and reports test activities and results
• Identifies and reports issues and risks

Core: User experience evaluation @ Level 3
• Evaluate design options and prototypes to obtain user feedback on requirements of developing systems, products or services
• Tests the usability and accessibility of components and alternative designs
• Administers a range of evaluations, recording data and feedback
• Analyse evaluation data and recommend actions
• Check systems, products or services for adherence to applicable standards, guidelines, style guides, and legislation
• Evaluates the usability of existing or competitor systems to provide benchmark values and as input to design

Core: Information content publishing @ Level 3
• Coordinates content management processes to meet the needs of users, including those with disabilities
• Uses content publishing systems to manage published content across different channels
• Takes account of the implications of copyright, data protection and other legal issues associated with publishing