TSC Category	Sales and Marketing					
TSC Title	Content Management					
TSC Description	Create, curate and manage the organisation's web assets and content using appropriate systems and platforms to engage prospects and customers on the organisation's value propositions					
TSC Proficiency Description	**Level 1**	**Level 2**	**Level 3**	**Level 4**	**Level 5**	**Level 6**
		ICT-SNM-2026-1.1	ICT-SNM-3026-1.1	ICT-SNM-4026-1.1	ICT-SNM-5026-1.1	
		Assist in the maintenance and update of content management systems and participate in cross functional efforts to prepare relevant content to be posted and updated	Execute content management policies and guidelines on content management and system maintenance, update, refinement and review	Monitor adherence to content management policies and guidelines, address issues escalated on content management systems to ensure smooth running and develop metrics to measure performance of content management systems in achieving business goals	Formulate suite of policies to govern the creation and curation of web content, scan the horizon for emerging system capabilities in the area of web content management and advise on the applicability of such offerings in answering the organisation's needs in a cost-appropriate way	
Knowledge		• Content management policies, guidelines and permissions on content management • Content that can be updated and posted via content management systems • Routine issues related to content management systems • Web content for deployment • Organisation's web properties and assets • Creation and curation of web content guidelines • Web content and platform management systems • Types of performance metrics of content management systems	• Content management policies, guidelines and permissions on content management • Web content for deployment • Organisation's web properties and assets • Creation and curation of web content guidelines • Web content and platform management systems • Types of performance metrics of content management systems • Customer and visitor experience on web properties and assets • Types of market offerings on content management systems • Types of plug-ins to manage the	• Content management policies, guidelines and permissions on content management • Web content for deployment • Organisation's web properties and assets • Creation and curation of web content guidelines • Web content and platform management systems • Types of performance metrics of content management systems • Criteria for evaluating metrics to measure performance of content management systems	• Overall organisational content management strategies • Policies on web content creation and curation • Web content for deployment • Organisation's web properties and assets • Factors for evaluating the adoption of content management systems • Creation and curation of web content guidelines • Web content and platform management systems • Application of emerging system capabilities in web content management • Criteria for evaluating web content and platforms	

		• Customer and visitor experience on web properties and assets • Types of plug-ins to manage the organisation's web properties and assets	organisation's web properties and assets			
Abilities		• Prepare relevant content to be posted and updated via content management systems • Maintain and update content management systems regularly • Address routine issues in terms of content management systems • Monitor performance of content management systems • Surface issues relating to customer and visitor experience on web properties and assets • Prepare reports on metrics to measure performance of content management systems	• Implement content management policies, guidelines and permissions on content management • Post and update content on content management systems • Maintain web properties and assets to uphold standards on user experience • Maintain awareness of market offerings on content management systems • Report on metrics to measure performance of content management systems • Recommend the adoption of appropriate plug-ins to manage and maintain the organisation's web properties and assets • Generate ideas to improve customer and visitor experience on web properties and assets	• Monitor adherence to content management policies, guidelines and permissions on content management • Develop and review metrics to measure performance of content management systems • Recommend areas for improvements for a better customer experience in terms of organisation's web properties and assets • Ensure smooth maintenance and consistent updates of content management systems • Highlight and resolve issues related to content management systems • Edit and curate web content	• Translate overall content management strategy into policies on web content creation and curation • Determine web content for deployment • Review and evaluate the adoption of content management systems in terms of organisation's web properties and assets • Lead and direct the creation and curation of web content • Identify emerging system capabilities in web content management and determine the applicability of such capabilities • Review and evaluate web content and platforms from the customer experience point-of-view	
Range of Application					