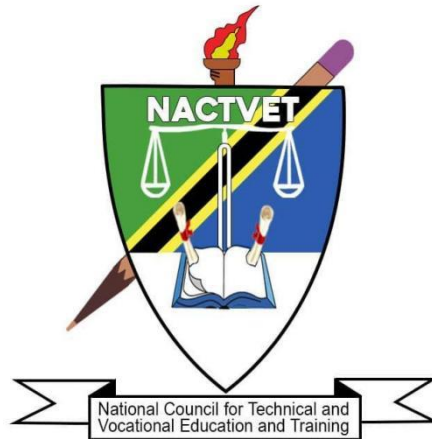


**THE NATIONAL COUNCIL FOR TECHNICAL AND VOCATIONAL EDUCATION AND  
TRAINING**



**OCCUPATIONAL STANDARDS**

**OCCUPATION: WEBCAST TECHNICIAN**

**LEVEL: NTA LEVEL 6**

**FEBRUARY 2024**

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## **ABBREVIATIONS**

<b>ATV</b>	Average Time Viewing
<b>CBET</b>	Competency Based Education and Training
<b>CTR</b>	Click-Through Rate, i.e., the ratio of the number of transactions concluded in a webcast room divided by the number of viewers in the webcast room
<b>DAU/MAU</b>	Daily Active Users / Monthly Active Users
<b>FABE</b>	Feature, Advantage, Benefit, and Evidence
<b>GMV</b>	Gross Merchandise Volume
<b>GPM</b>	Gross Profit Margin from Orders Placed per 1,000 Viewers on Average
<b>IP</b>	Publicly Recognized Identity
<b>KOC</b>	Key Opinion Consumer
<b>KOL</b>	Key Opinion Leader
<b>NACTVET</b>	National Council for Technical and Vocational Education and Training
<b>NOS</b>	National Occupational Standards
<b>OS</b>	Occupational Standards
<b>ROI</b>	Return on Investment, i.e. the ratio of ad consumption / amount of direct ad sales
<b>TET</b>	Technical Education and Training
<b>TVET</b>	Technical and Vocational Education and Training
<b>UV</b>	Unit Value, i.e., the ratio of GMV divided by the total number of viewers in a webcast room

## GLOSSARY OF TERMS

<b>Circumstantial Knowledge:</b>	Detailed knowledge, which allows the decision-making in regard to different circumstances and cross cutting issues.
<b>Competence:</b>	The ability to use knowledge, understanding, practical, and thinking skills to perform effectively to the workplace standards required in employment.
<b>Competency:</b>	A description of the ability one possesses when able to perform a given occupational task effectively and efficiently.
<b>Competency-based Education:</b>	An instructional programme that derives its content from validated tasks and bases assessment on the learner's performance.
<b>Curriculum:</b>	A description or composite of statements about "what is to be learned" by the trainee/student in a particular instructional programme; a product that states the "intended learning outcomes".
<b>Educational/Training Programme:</b>	The complete curriculum and instruction (what and how) that is designed to prepare a person for employment in a job or other particular performance situation.
<b>Occupation:</b>	A specific position requiring the performance of specific tasks – essentially the same tasks are performed by all employees having the same title. (Example: baker)
<b>Occupational Area:</b>	This is a broad grouping of related jobs. (Example: food service)
<b>Occupational Standards:</b>	Specific requirements of competences people are expected to demonstrate in a particular occupational area, including knowledge and relevant attitudes. They also act as a performance tool of assessment of the prescribed outcomes.
<b>Occupational/Job Analysis:</b>	A process used to identify the tasks that are important to employees in any given occupation.
<b>Performance Criteria:</b>	Indicate expected end results or outcomes in the form of evaluative statements.
<b>Skills:</b>	The ability to perform occupational tasks with a high degree of proficiency within a given occupation. Skill is conceived of as a composite of three completely interdependent components: cognitive, affective, and psychomotor.
<b>Standards:</b>	A set of statements, which if proved true under working conditions, means that an individual is meeting an expected level and type of

performance.

- Task Analysis:** The process of analysing each task to determine the steps, circumstantial knowledge, attitudes, performance standards, tools and materials needed, as well as safety concerns required for the employees performing it.
- Task:** A work activity that has a definite beginning and ending, is observable or measurable, and consists of two or more definite steps that leads to a product, service, or decision.
- Underpinning Knowledge:** Crucial knowledge that an individual must acquire in order to demonstrate competences that are associated in performing a given task.
- Verification Process:** The process of having experts review and confirm the importance of the task (competency) statements identified through occupational analysis. Other questions, such as the degree of task learning difficulty are also frequently asked. This process is also sometimes referred to as validation.
- Occupational Competence:** The application of knowledge and skills that consistently meet the standards required by the work context.

## 1.0. INTRODUCTION

Technical Education and Training (TET) is one of the most important education sub-sectors in Tanzania, responsible for developing a skilled workforce to support the country's industrialization economic agenda. Tanzania's *Development Vision 2025* intends to raise the country's economy to a middle-income status, with a high level of human development. This requires a skilled workforce that is aligned with the needs of the public and private sectors of the economy. The National Council for Technical and Vocational Education and Training (NACTVET) has begun the job of drafting Occupational Standards (OS) that will eventually be adopted as National Occupational Standards (NOS) for use in the delivery of TET that meets the needs of the labour market and the country's economic agenda.

Occupational Standards (OS) are performance criteria that are matched with labour market demands. Each of them describes the functions, performance standards, and understanding or knowledge underpinning a given occupation. They combine skills, knowledge, and attitudes to describe best practice. They are useful tools for establishing job roles, personnel recruitment, supervision, and appraisal, as well as TET Standards. They are also helpful for benchmarking and harmonizing job qualifications on a national and international level. Standards, in general, provide a solid framework for high-quality TET that is labour market-relevant, current, and consistent in application across all public and private institutions.

However, it must be noted that Occupational Standards are different from Training /Education Standards. Occupational standards are defined in terms of activities performed by a person in a selected occupation (e.g., an electrical engineer designs electrical circuits, performs troubleshooting in electrical circuits, etc.), and are usually defined by Employers following procedures as agreed upon by all the stakeholders. On the other hand, Training and Education Standards are developed from the activities defined in the occupational standards, and they specify learning objectives to ensure that the necessary skills and knowledge are developed by a person to enable him/her to function at an agreed level in an occupation. Training and Education Standards are used to define curricula in training institutions. It is critical, however, to establish a direct link between the occupational standards and the training standards for both of them to respond collaboratively to the demands of the labour market.

For the purpose of TET delivery, Tanzania has adopted the Competence Based Education and Training (CBET) approach. The CBET approach focuses on providing learners with the skills and knowledge required to meet the occupational standards. Occupational standards are thus the starting point for developing competency-based training (CBET) programmes. Therefore, it is quite pertinent for TET institutions to use the relevant occupational standards as a benchmark for formulating their curricula. Occupational Standards are developed based on a given occupation's current and future demands. As

a result, they serve as a means of bridging the gap between the worlds of employment and technical education and training.

The document explains how the occupational standards were developed, as well as the scope, the occupational profile in the form of DACUM charts, and the Occupational Standards.

## **2.0. OCCUPATIONAL STANDARD DEVELOPMENT PROCESS**

The process of developing these Occupational Standards involved both local and international expertise. The process began with an examination of major documents that guide Tanzanian skills development including the *10-year National Skills Development Strategy (2016-2026)*. NACTVET labour market reports were also used in the literature review to determine the skills demand in the Tanzanian labour market as a whole.

After the literature review, a team of experts in consultation with practitioners developed draft occupational standards. The draft document was used to develop an occupational profile for each occupation (DACUM Chart), which is attached as an **Appendix** to every Occupational Standard.

The occupational standards were validated during the stakeholders' forum held on 22<sup>nd</sup> and 23<sup>rd</sup> February 2024 at Morogoro. The information from the stakeholders' forum provides insight from the workplace, professional bodies, regulatory bodies and sector ministries regarding trends and changes in the profession, including how well graduates are prepared for working in the occupation.

## **3.0. THE SCOPE AND OVERVIEW OF THE OCCUPATIONAL STANDARDS FOR WEBCAST TECHNICIAN**

The standards cover a broad range of duties and tasks that can be performed by a Webcast Technician. However, occupational standards are not meant to replace individual work instructions. Instead, they are to be used for coaching in defining skill levels and knowledge for a technician in specific settings or positions. A Webcast Technician may perform tasks in a number of key areas of the occupational standards, but not necessarily in all areas. For example, in medium and large webcast events, other individuals may be employed or designated to perform specific tasks.

A Webcast Technician shall work under the supervision of a Senior Webcast Technician to engage in the promotion, advertisement, and marketing of products, which are involved in the operations on a webcast platform on internet. The occupation starts with brand-related, high-quality, and highly communicative contents and online activities, pushing messages to customers on a wide or precise basis to drive engagement and awareness, thus leveraging the follower economy for any marketing purpose. Generally, a Webcast Technician performs the following responsibilities:

- a) Overall view and selection of webcast platforms
- b) Webcast footage processing

- c) Webcasting
- d) Short video capture and processing
- e) Creation of a live product portfolio and matrix
- f) Live pitch
- g) Live operations
- h) Short video production and distribution
- i) Webcast operations
- j) Content operations
- k) Platform operations
- l) Account operations

The Occupational standards have been clustered into NTA qualification levels i.e. NTA Level 4, 5 and 6.

#### **4.0. VALIDITY PERIOD**

Due to the rapid development of technology, the validity period of occupational standards is 3-5 years. The review will proceed in the same manner as the one before it, with new occupational standards being developed based on current trends of the labour market.

## 5.0. OCCUPATIONAL STANDARDS

### 5.1. OCCUPATIONAL STANDARDS FOR WEBCAST TECHNICIAN – NTA LEVEL 6

<b>OCCUPATION</b>	WEBCAST TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	Conduct webcast operation	<b>DUTY NO.</b>	601
<b>TASK TITLE</b>	Build product selection library	<b>TASK NO.</b>	6011
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to build a library on the basis of webcast selection in an effective way.		
<b>RANGE STATEMENT</b>	<p>It is permitted to perform the task under the supervision of a senior webcast technician in any office space.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> <li>1. Computers</li> <li>2. Spreadsheet</li> <li>3. Presentation software</li> <li>4. Safety gear</li> </ol>		
<b>EVIDENCE REQUIREMENTS</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p><b>The person performing this task must be able to do the following:</b></p> <ol style="list-style-type: none"> <li>1. Sort out the product-building procedure of the selection library</li> <li>2. Formulate warehousing standards and specifications for commodities in the library</li> <li>3. Maintain the product selection library and adjust the commodities in time</li> <li>4. Build a database of webcast product information</li> <li>5. Observe health, occupational and environmental safety rules and regulations</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p><b>The person performing this task must be able to explain how to:</b></p> <ol style="list-style-type: none"> <li>1.1 Select the commodities to be stored in the library</li> <li>1.2 Build a product information database</li> <li>1.3 Maintain and adjust commodities in the library</li> </ol> <p><b>2.0 Principles</b></p> <p><b>The person performing this task must be able to explain the following principles:</b></p> <ol style="list-style-type: none"> <li>2.1 Building procedure of the product selection library</li> <li>2.2 Warehousing standards for the product</li> </ol>	

	<p>selection library</p> <p><b>3.0 Theories</b></p> <p><b>The person performing this task must be able to explain the following:</b></p> <p>3.1 Product selection and procurement knowledge</p> <p>3.2 Product management knowledge of the library</p> <p><b>4.0 Essential Skills</b></p> <p>4.1 Communication skills</p> <p>4.2 Text writing skills</p> <p>4.3 Teamwork skills.</p> <p>4.4 Logical analysis skills</p>
<b>DESCRIPTION ON THE END PRODUCTS / SERVICE:</b>	Building of the product library on the basis of webcast selection is completed
<b>CIRCUMSTANTIAL KNOWLEDGE:</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Internet access norms and cyber security</li> <li>2. Laws and regulations of the webcast industry</li> <li>3. Operator and user manuals</li> <li>4. <i>Operation Manual</i> of the platform</li> </ol>

<b>OCCUPATION</b>	WEBCAST TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	Conduct webcast operation	<b>DUTY NO.</b>	601
<b>TASK TITLE</b>	Manage high-quality webcast influencers	<b>TASK NO.</b>	6012
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to select and manage high-quality webcast influencers in an effective way.		
<b>RANGE STATEMENT</b>	<p>It is permitted to perform the task under the supervision of a senior webcast technician in any office space or negotiation area.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> <li>1. Computers</li> <li>2. Text processing software</li> <li>3. Presentation software</li> <li>4. Safety gear</li> </ol>		
<b>EVIDENCE REQUIREMENTS</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p><b>The person performing this task must be able to do the following:</b></p> <ol style="list-style-type: none"> <li>1. Optimize the selection criteria of high-quality influencers and improve their evaluation system</li> <li>2. Communicate with the selected high-quality influencers and clarify the specific details of webcast cooperation</li> <li>3. Design the growth path of the influencers and formulate their marketing strategies</li> <li>4. Complete the image packaging, management schemes and incentive policies of the high-quality influencers</li> <li>5. Observe health, occupational and environmental safety rules and regulations</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p><b>The person performing this task must be able to explain how to:</b></p> <ol style="list-style-type: none"> <li>1.1 Improve the evaluation system of high-quality influencers</li> <li>1.2 Confirm the details of webcast cooperation with influencers</li> <li>1.3 Planning the growth path of high-quality influencers</li> <li>1.4 Complete the image packaging of high-quality influencers</li> </ol> <p><b>2.0 Principles</b></p> <p><b>The person performing this task must be able to explain the following principles:</b></p> <ol style="list-style-type: none"> <li>2.1 Selection criteria for high-quality influencers</li> <li>2.2 Management and Incentive requirements for high-quality influencers</li> </ol>	

	<p><b>3.0 Theories</b></p> <p><b>The person performing this task must be able to explain the following:</b></p> <p>3.1 Marketing management strategy</p> <p>3.2 Evaluation model of the high-quality influencers</p> <p><b>4.0 Essential Skills</b></p> <p>4.1 Communication management skills</p> <p>4.2 Teamwork skills</p> <p>4.3 Report writing skills</p>
<b>DESCRIPTION ON THE END PRODUCTS / SERVICE:</b>	High-quality influencers are selected and effectively managed.
<b>CIRCUMSTANTIAL KNOWLEDGE:</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Internet access norms and cyber security</li> <li>2. Laws and regulations of the webcast industry</li> <li>3. Operator and user manuals</li> <li>4. <i>Operation Manual</i> of the platform</li> </ol>

<b>OCCUPATION</b>	WEBCAST TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	Conduct webcast operation	<b>DUTY NO.</b>	601
<b>TASK TITLE</b>	Conduct webcast business negotiation	<b>TASK NO.</b>	6013
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to negotiate with business development objects on cooperation matters in the webcast and clarify the final contents and methods.		
<b>RANGE STATEMENT</b>	<p>It is permitted to perform the task under the supervision of a senior webcast technician in any office space or business negotiation area.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> <li>1. Computers</li> <li>2. Text processing software</li> <li>3. Presentation software</li> <li>4. Safety gear</li> </ol>		
<b>EVIDENCE REQUIREMENTS</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p><b>The person performing this task must be able to do the following:</b></p> <ol style="list-style-type: none"> <li>1. Establish and adjust the business negotiation team, and coordinate the division of labour among team members</li> <li>2. Formulate and adjust business negotiation strategies in a timely manner</li> <li>3. Conduct overall management and control of the negotiation process</li> <li>4. Negotiate with influencers/webcasters, institutions, suppliers and brands on specific cooperation matters</li> <li>5. Review the business negotiation and optimize its contents and methods, and so forth</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p><b>The person performing this task must be able to explain how to:</b></p> <ol style="list-style-type: none"> <li>1.1 Establish a business negotiation team</li> <li>1.2 Develop a business negotiation strategy</li> <li>1.3 Conduct overall management of the business negotiation process</li> <li>1.4 Review the whole process of business negotiation</li> </ol> <p><b>2.0 Principles</b></p> <p><b>The person performing this task must be able to explain the following principles:</b></p> <ol style="list-style-type: none"> <li>2.1 Principle of equality, mutual benefit, integrity and trustworthiness in business negotiation</li> <li>2.2 Value maximization principle in the business</li> </ol>	

<p>6. Observe health, occupational and environmental safety rules and regulations</p>	<p>negotiation</p> <p><b>3.0 Theories</b></p> <p><b>The person performing this task must be able to explain the following:</b></p> <p>3.1 Price bargaining method in the business negotiation</p> <p>3.2 Mode and evaluation of the business negotiation</p> <p><b>4.0 Essential Skills</b></p> <p>4.1 Business negotiation skills</p> <p>4.2 Communication management skills</p> <p>4.3 Teamwork skills.</p> <p>4.4 Report writing skills</p>
<p><b>DESCRIPTION ON THE END PRODUCTS / SERVICE:</b></p>	<p>Webcast business negotiations properly conducted.</p>
<p><b>CIRCUMSTANTIAL KNOWLEDGE:</b></p>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Internet access norms and cyber security</li> <li>2. Laws and regulations of the webcast industry</li> <li>3. Operator and user manuals</li> <li>4. <i>Operation Manual</i> of the platform</li> <li>5. Laws and regulations related to commodity quality</li> </ol>

<b>OCCUPATION</b>	WEBCAST TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	Conduct webcast operation	<b>DUTY NO.</b>	601
<b>TASK TITLE</b>	Perform quality control of webcast commodities	<b>TASK NO.</b>	6014
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to assess and manage the quality of webcast commodities.		
<b>RANGE STATEMENT</b>	<p>It is permitted to perform the task under the supervision of a senior webcast technician in any office space or webcast rooms.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> <li>1. Computers</li> <li>2. Text processing software</li> <li>3. Presentation software</li> <li>4. Safety gear</li> </ol>		
<b>EVIDENCE REQUIREMENTS</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p><b>The person performing this task must be able to do the following:</b></p> <ol style="list-style-type: none"> <li>1. Sort out the quality management procedures of webcast commodities and formulate standard requirements for controlling the product quality in each link</li> <li>2. Check the qualification certificates of webcast commodities, manage the purchase, sale and storage of webcast commodities in a timely manner, and control the quality of commodities in the library and sales throughout the process</li> <li>3. Conduct product trials and quality assessments on the loaded samples provided by suppliers</li> <li>4. Establish a quality control mechanism and a complete crisis plan for the</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p><b>The person performing this task must be able to explain how to:</b></p> <ol style="list-style-type: none"> <li>1.1 Assess the quality of webcast commodities</li> <li>1.2 Control the quality of webcast commodities in warehousing and sales</li> <li>1.3 Formulate the commodity quality crisis plan in the webcast room</li> </ol> <p><b>2.0 Principles</b></p> <p><b>The person performing this task must be able to explain the following principles:</b></p> <ol style="list-style-type: none"> <li>2.1 Commodity quality management procedures in the webcast room</li> <li>2.2 Standards and rules for webcast platforms</li> <li>2.3 Commodity quality management standards in the webcast room</li> </ol>	

<p>product, and control the quality risks.</p> <p>5. Observe health, occupational and environmental safety rules and regulations</p>	<p><b>3.0 Theories</b></p> <p><b>The person performing this task must be able to explain the following:</b></p> <p>3.1 Commodity quality control mechanism in the webcast room</p> <p><b>4.0 Essential Skills</b></p> <p>4.1 Communication management skills</p> <p>4.2 Report writing skills</p> <p>4.3 Procedure management skills</p> <p>4.4 Legal awareness of commodity quality</p>
<p><b>DESCRIPTION ON THE END PRODUCTS / SERVICE:</b></p>	<p>The quality of webcast commodities is assessed and managed.</p>
<p><b>CIRCUMSTANTIAL KNOWLEDGE:</b></p>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Internet access norms and cyber security</li> <li>2. Laws and regulations of the webcast industry</li> <li>3. Operator and user manuals</li> <li>4. <i>Operation Manual</i> of the platform</li> </ol>

<b>OCCUPATION</b>	WEBCAST TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	Carry out content operation	<b>DUTY NO.</b>	602
<b>TASK TITLE</b>	Build the Webcast content model	<b>TASK NO.</b>	6021
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to build a webcast content model. .		
<b>RANGE STATEMENT</b>	<p>It is permitted to perform the task under the supervision of a senior webcast technician in any webcast platform.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> <li>1. Computers</li> <li>2. Webcast platform and software</li> <li>3. Safety gear</li> </ol>		
<b>EVIDENCE REQUIREMENTS</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p><b>The person performing this task must be able to do the following:</b></p> <ol style="list-style-type: none"> <li>1. Build a webcast server</li> <li>2. Solve the problem of watching webcast</li> <li>3. Acquire audio and video data</li> <li>4. Parse, encode and decode video streams at the up-streaming end</li> <li>5. Build efficient and available webcast room system messages</li> <li>6. Build, update and optimize the webcast hardware equipment</li> <li>7. Update, optimize and upgrade the effect presentation equipment such as on-site lighting</li> <li>8. Upgrade the overall webcast scenario space</li> <li>9. Observe health, occupational and environmental safety rules and regulations</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p><b>The person performing this task must be able to explain how to:</b></p> <ol style="list-style-type: none"> <li>1.1 Audio and video acquisition</li> <li>1.2 Use of beauty filters</li> <li>1.3 Identify the source of up-streaming</li> <li>1.4 Adjust the bit rate according to the webcast content</li> <li>1.5 Use the webcast tools</li> <li>1.6 Build, update and optimize webcast hardware equipment</li> <li>1.7 Be familiar with the decoration style of the webcast room</li> </ol> <p><b>2.0 Principles</b></p> <p><b>The person performing this task must be able to explain the following principles:</b></p> <ol style="list-style-type: none"> <li>2.1 Principle of the up-streaming</li> <li>2.2 Building principle of webcast room</li> </ol>	

	<p><b>3.0 Theories</b></p> <p><b>The person performing this task must be able to explain the following:</b></p> <p>3.1 Principle and basis for selecting the correct webcast server</p> <p>3.2 Types of webcast room</p> <p>3.3 Control of overall webcast scenario space</p> <p><b>4.0 Essential Skills</b></p> <p>4.1 Team communication skills</p> <p>4.2 Cooperation skills;</p>
<p><b>DESCRIPTION ON THE END PRODUCTS / SERVICE</b></p>	<p>A webcast content model is built.</p>
<p><b>CIRCUMSTANTIAL KNOWLEDGE:</b></p>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Internet access norms and cyber security</li> <li>2. Laws and regulations of the webcast industry</li> <li>3. Operator and user manuals</li> <li>4. Operation Manual of the platform</li> </ol>

<b>OCCUPATION</b>	WEBCAST TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	Carry out content operation	<b>DUTY NO.</b>	602
<b>TASK TITLE</b>	Screen the webcast content operation and marketing channels	<b>TASK NO.</b>	6022
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to conduct screening of the webcast content operation and marketing channels, and acquire the competence to match products with different platforms.		
<b>RANGE STATEMENT</b>	<p>It is permitted to perform the task under the supervision of a senior webcast technician in any office space.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> <li>1. Computers</li> <li>2. Webcast platform and software</li> <li>3. Safety gear</li> </ol>		
<b>EVIDENCE REQUIREMENTS</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p><b>The person performing this task must be able to do the following:</b></p> <ol style="list-style-type: none"> <li>1. Select appropriate marketing channels according to the products</li> <li>2. Set the objective group, per customer transaction, lifestyle, information acquisition and decision-making mode of the objective group according to the positioning of the brand</li> <li>3. Set different customer group structures according to different public traffic platforms</li> <li>4. Select the appropriate mode according to different channel properties and rules</li> <li>5. Use tools to conduct data analysis of each platform and channel</li> <li>6. Set different customer group structures according to private traffic platforms</li> <li>7. Observe health, occupational and environmental safety rules and regulations</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p><b>The person performing this task must be able to explain how to:</b></p> <ol style="list-style-type: none"> <li>1.1 Select webcast marketing channels</li> <li>1.2 Determine the objective audience</li> <li>1.3 Set results for different customer groups</li> <li>1.4 Use tools to conduct data analysis</li> </ol> <p><b>2.0 Principles</b></p> <p><b>The person performing this task must be able to explain the following principles:</b></p> <ol style="list-style-type: none"> <li>2.1 Rules for different channels and platforms</li> <li>2.2 Principle of selecting marketing channels based on different models</li> </ol> <p><b>3.0 Theories</b></p> <p><b>The person performing this task must be</b></p>	

	<p><b>able to explain the following:</b></p> <p>3.1 Basis for selecting appropriate webcast marketing channels</p> <p>3.2 Basis for selecting product marketing channels</p> <p><b>4.0 Essential Skills</b></p> <p>4.1 Communication skills</p> <p>4.2 Innovation competence</p> <p>4.3 Teamwork skills</p>
<b>DESCRIPTION ON THE END PRODUCTS / SERVICE</b>	Appropriate webcast marketing channels screened and selected according to different groups of people
<b>CIRCUMSTANTIAL KNOWLEDGE:</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Internet access norms and cyber security</li> <li>2. Laws and regulations of the webcast industry</li> <li>3. Operator and user manuals</li> <li>4. <i>Operation Manual</i> of the platform</li> </ol>

<b>OCCUPATION</b>	WEBCAST TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	Carry out content operation	<b>DUTY NO.</b>	602
<b>TASK TITLE</b>	Formulate the marketing strategies for webcast content	<b>TASK NO.</b>	6023
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to develop a webcast strategy, and analyse and optimize the webcast data.		
<b>RANGE STATEMENT</b>	<p>It is permitted to perform the task under the supervision of a senior webcast technician in any office space.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> <li>1. Computers</li> <li>2. Webcast platform and software</li> <li>3. Safety gear</li> </ol>		
<b>EVIDENCE REQUIREMENTS</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p><b>The person performing this task must be able to do the following:</b></p> <ol style="list-style-type: none"> <li>1. Determine the goal and scheme of webcast traffic diversion</li> <li>2. Set marketing plans and webcast objectives</li> <li>3. Design activities including seckill, price-break discounts, blessing bags and lotteries</li> <li>4. Analyse webcast data and organize a review</li> <li>5. Develop optimization schemes</li> <li>6. Promote follow-up follower operation</li> <li>7. Observe health, occupational and environmental safety rules and regulations</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p><b>The person performing this task must be able to explain how to:</b></p> <ol style="list-style-type: none"> <li>1.1 Set the marketing plan and specific objectives of the webcast scheme</li> <li>1.2 Determine various activities in the webcast according to the scheme</li> <li>1.3 Use tools to analyse and review the webcast data</li> <li>1.4 Develop webcast optimization strategies based on data analysis</li> </ol> <p><b>2.0 Principles</b></p> <p><b>The person performing this task must be able to explain the following principles:</b></p> <ol style="list-style-type: none"> <li>2.1 Principle of setting marketing plans and objectives</li> <li>2.2 Principle of formulating webcast marketing optimization scheme</li> </ol>	

	<p><b>3.0 Theories</b></p> <p><b>The person performing this task must be able to explain the following:</b></p> <p>3.1 Strategies for webcast data analysis</p> <p>3.2 Strategies for webcast optimization scheme development</p> <p><b>4.0 Essential Skills</b></p> <p>4.1 Communication skills</p> <p>4.2 Teamwork skills</p>
<b>DESCRIPTION ON THE END PRODUCTS / SERVICE</b>	Scheme for formulating and optimizing the webcast strategy is formulated.
<b>CIRCUMSTANTIAL KNOWLEDGE:</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Internet access norms and cyber security</li> <li>2. Laws and regulations of the webcast industry</li> <li>3. Operator and user manuals</li> <li>4. <i>Operation Manual</i> of the platform</li> </ol>

<b>OCCUPATION</b>	WEBCAST TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	Conduct platform operation	<b>DUTY NO.</b>	603
<b>TASK TITLE</b>	Formulate webcast operation objectives	<b>TASK NO.</b>	6031
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to formulate clear webcast operation objectives. .		
<b>RANGE STATEMENT</b>	<p>It is permitted to perform the task under the supervision of a senior webcast technician in any webcast room or office area.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> <li>1. Computers or smartphones</li> <li>2. Webcast platform and software</li> <li>3. Safety gear</li> </ol>		
<b>EVIDENCE REQUIREMENTS</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p><b>The person performing this task must be able to do the following:</b></p> <ol style="list-style-type: none"> <li>1. Formulate long-term and short-term goals for webcast operation, and clarify the theme and direction of webcast</li> <li>2. Make clear the duration and frequency of webcast, and formulate a goal-realization scheme</li> <li>3. Formulate the platform webcast traffic objective and sales objective scheme, and check contents including GMV, ROI, conversion funnel, per customer transaction and crowd portrait from time to time.</li> <li>4. Adjust the pace of product webcast promotion according to online sales</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p><b>The person performing this task must be able to explain how to:</b></p> <ol style="list-style-type: none"> <li>1.1 Control the duration and frequency of webcast</li> <li>1.2 Analyse the platform webcast traffic and sales objective</li> <li>1.3 Pace of product webcast promotion</li> </ol> <p><b>2.0 Principles</b></p> <p><b>The person performing this task must be able to explain the following principles:</b></p> <ol style="list-style-type: none"> <li>2.1 Formulate the webcast objectives</li> <li>2.2 Arrange the operating resources</li> <li>2.3 Objective operation indicators</li> <li>2.4 Standard of the objective management</li> </ol> <p><b>3.0 Theories</b></p> <p><b>The person performing this task must be able to explain the following:</b></p> <ol style="list-style-type: none"> <li>3.1 Resource allocation design</li> </ol> <p><b>4.0 Essential Skills</b></p>	

<p>5. Arrange site, personnel and equipment allocation in advance;</p> <p>6. Observe health, occupational and environmental safety rules and regulations.</p>	<p>4.1 Cooperation skills</p> <p>4.2 Communication and coordination skills</p>
<p><b>DESCRIPTION ON THE END PRODUCTS / SERVICE:</b></p>	<p>Clear webcast operation objectives are formulated.</p>
<p><b>CIRCUMSTANTIAL KNOWLEDGE:</b></p>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Internet access norms and cyber security</li> <li>2. Laws and regulations of the webcast industry</li> <li>3. Operator and user manuals</li> <li>4. Operation Manual of the platform</li> </ol>

<b>OCCUPATION</b>	WEBCAST TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	Conduct platform operation	<b>DUTY NO.</b>	603
<b>TASK TITLE</b>	Formulate the promotion strategy for the webcast operation	<b>TASK NO.</b>	6032
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to master the operation, and formulate promotion strategy for the webcast operation		
<b>RANGE STATEMENT</b>	<p>It is permitted to perform the task under the supervision of a senior webcast technician in any webcast room or office area.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> <li>1. Computers or smartphones</li> <li>2. Network connection</li> <li>3. Webcast platform and software</li> <li>4. Safety gear</li> </ol>		
<b>EVIDENCE REQUIREMENTS</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p><b>The person performing this task must be able to do the following:</b></p> <ol style="list-style-type: none"> <li>1. Know about the empathy tendency of KOL and KOC to improve commodity CTR</li> <li>2. Conduct refined operations for bestsellers, and improve the accuracy of webcast traffic based on user demands</li> <li>3. Operate the webcast bestsellers to enhance user stickiness and improve product repurchase rate</li> <li>4. Competence to achieve deep binding between users and traffic by means of blockchain technology</li> <li>5. Establish an internet operation mindset and formulate effective marketing promotion strategies and</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p><b>The person performing this task must be able to explain how to:</b></p> <ol style="list-style-type: none"> <li>1.1 Develop a webcast warm-up and traffic diversion scheme</li> <li>1.2 Develop a webcast promotion scheme</li> <li>1.3 Sort out the segmentation process of webcast</li> <li>1.4 Strengthen follower stickiness analysis</li> <li>1.5 Build a product traffic pool</li> </ol> <p><b>2.0 Principles</b></p> <p><b>The person performing this task must be able to explain the following principles:</b></p> <ol style="list-style-type: none"> <li>2.1 Clear positioning principle of webcast audience</li> <li>2.2 Differentiation of webcast content</li> <li>2.3 Methods and rules of the webcast operation promotion</li> </ol>	

<p>schemes;</p> <p>6. Observe health, occupational and environmental safety rules and regulations.</p>	<p><b>3.0 Theories</b></p> <p><b>The person performing this task must be able to explain the following:</b></p> <p>3.1 Integration of webcast media</p> <p>3.2 Webcast and activity planning process</p> <p><b>4.0 Essential Skills</b></p> <p>4.1 Cooperation skills</p> <p>4.2 Communication skills</p>
<p><b>DESCRIPTION ON THE END PRODUCTS / SERVICE:</b></p>	<p>The operation is mastered, and promotion strategy for the webcast operation is formulated.</p>
<p><b>CIRCUMSTANTIAL KNOWLEDGE:</b></p>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Internet access norms and cyber security</li> <li>2. Laws and regulations of the webcast industry</li> <li>3. Operator and user manuals</li> <li>4. Operation Manual of the platform</li> </ol>

<b>OCCUPATION</b>	WEBCAST TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	Conduct platform operation	<b>DUTY NO.</b>	603
<b>TASK TITLE</b>	Analyse the rules of webcast platforms	<b>TASK NO.</b>	6033
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to master the rules and circumvention schemes of webcast platforms		
<b>RANGE STATEMENT</b>	<p>It is permitted to perform the task under the supervision of a senior webcast technician in any webcast room or office area.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> <li>1. Computers or smartphones</li> <li>2. Webcast platform and software</li> <li>3. Safety gear</li> </ol>		
<b>EVIDENCE REQUIREMENTS</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p><b>The person performing this task must be able to do the following:</b></p> <ol style="list-style-type: none"> <li>1. Know the props system, platform role, webcaster level, follower level, traffic source, share ratio, punishment and reward rules in the webcast</li> <li>2. Compare and analyse the rules of mainstream webcast platforms, and master the basic rules and skills</li> <li>3. Establish the procedure standards, reward and punishment mechanism for webcast, and clarify the management regulations and appraisal criteria of the reward and punishment system for webcast rooms</li> <li>4. Know the bottom line of rules, relevant laws and regulations of mainstream platforms; formulate</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p><b>The person performing this task must be able to explain how to:</b></p> <ol style="list-style-type: none"> <li>1.1 Operate the webcast platform</li> <li>1.2 Formulate the avoidance scheme</li> </ol> <p><b>2.0 Principles</b></p> <p><b>The person performing this task must be able to explain the following principles:</b></p> <ol style="list-style-type: none"> <li>2.1 User access rules of the webcast platform</li> <li>2.2 Rules of webcast content</li> <li>2.3 Regulations on webcast virtual gifts</li> <li>2.4 Intellectual property right rules for webcast</li> <li>2.5 Reward and punishment mechanism for webcast platforms</li> <li>2.6 Webcast verbal skills standard</li> </ol> <p><b>3.0 Theories</b></p> <p><b>The person performing this task must be able to</b></p>	

<p>the evasion scheme</p> <p>5. Observe health, occupational and environmental safety rules and regulations</p>	<p><b>explain how to:</b></p> <p>3.1 Rule and skill analysis of the webcast platform</p> <p>3.2 Performance appraisal theory of webcast room</p> <p>3.3 Underlying logic of webcast platform rules</p> <p><b>4.0 Essential Skills</b></p> <p>4.1 Communication skills</p> <p>4.2 Text writing skills</p> <p>4.3 Cooperation skills</p>
<p><b>DESCRIPTION ON THE END PRODUCTS / SERVICE:</b></p>	<p>Optimization schemes are formulated and analysed according to the rules of webcast platform</p>
<p><b>CIRCUMSTANTIAL KNOWLEDGE:</b></p>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Internet access norms and cyber security</li> <li>2. Laws and regulations of the webcast industry</li> <li>3. Operator and user manuals</li> <li>4. Operation Manual of the platform</li> </ol>

<b>OCCUPATION</b>	WEBCAST TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	Conduct platform operation	<b>DUTY NO.</b>	603
<b>TASK TITLE</b>	Conduct webcast data analysis and review	<b>TASK NO.</b>	6034
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to master the webcast data analysis and review methods, and optimize the product promotion scheme according to the data review results		
<b>RANGE STATEMENT</b>	<p>It is permitted to perform the task under the supervision of a senior webcast technician in any webcast room or office area.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> <li>1. Computers or smartphones</li> <li>2. Webcast data analysis software</li> <li>3. Office space</li> <li>4. Safety gear</li> </ol>		
<b>EVIDENCE REQUIREMENTS</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p><b>The person performing this task must be able to do the following:</b></p> <ol style="list-style-type: none"> <li>1. Track real-time advertising data, improve click-through rate and CTR based on the data, and reduce advertising costs</li> <li>2. Conduct statistics, analysis, review and optimization of advertising policies according to data, and be able to adjust the input-output ratio of webcast activities, publicity and promotion schemes, and strategies in a timely and accurate way</li> <li>3. Establish a data model according to the data appraisal system, improve the webcast effect appraisal and predict the result</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p><b>The person performing this task must be able to explain how to:</b></p> <ol style="list-style-type: none"> <li>1.1 Optimize webcast platform data</li> <li>1.2 Forecast input-output ratio of webcast promotion</li> <li>1.3 Establish a webcast data model</li> <li>1.4 Analyse webcast data conversion index</li> </ol> <p><b>2.0 Principles</b></p> <p><b>The person performing this task must be able to explain the following principles:</b></p> <ol style="list-style-type: none"> <li>2.1 Data acquisition</li> <li>2.2 User profiling analysis</li> <li>2.3 Data strategy adjustment and optimization</li> </ol> <p><b>3.0 Theories</b></p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> <li>3.1 Diagnosis of webcast delivery efficiency</li> </ol>	

<p>4. Collect and analyse data from the same industry or across industries on a regular basis, and conduct data detection and index analysis on relevant products and similar products in the industry</p> <p>5. Observe health, occupational and environmental safety rules and regulations</p>	<p>3.2 Data analysis of the webcast platform</p> <p>3.2 Data accuracy of webcast room</p> <p><b>4.0 Essential Skills</b></p> <p>4.1 Cooperation skills</p> <p>4.2. Communication skills</p> <p>4.3 Fundamentals of computer skill</p> <p>4.4 Organization and coordination skills</p>
<p><b>DESCRIPTION ON THE END PRODUCTS / SERVICE:</b></p>	<p>Webcast data analysis and review is performed and the product promotion scheme is optimized according to the data review results</p>
<p><b>CIRCUMSTANTIAL KNOWLEDGE:</b></p>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Internet access norms and cyber security</li> <li>2. Laws and regulations of the webcast industry</li> <li>3. Operator and user manuals</li> <li>4. Operation Manual of the platform</li> </ol>

<b>OCCUPATION</b>	WEBCAST TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	Carry out account operation	<b>DUTY NO.</b>	604
<b>TASK TITLE</b>	Conduct Webcaster character setting and training	<b>TASK NO.</b>	6041
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to position and design the webcasters overall style and the product theme or type sold according to the <i>Technical Specification Manual, Operation Manual</i> and personal advantages and characteristics of the webcaster.		
<b>RANGE STATEMENT</b>	It is permitted to perform the task under the supervision of a senior webcast technician in any webcast room or training site. The tools and equipment to be used include: 1. Computers or smartphones 2. Webcast platform and software 3. Training site 4. Safety gear		
<b>EVIDENCE REQUIREMENTS</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p><b>The person performing this task must be able to do the following:</b></p> <ol style="list-style-type: none"> <li>1. Establish the webcasters character setting according to the demands of webcast business</li> <li>2. Build the external and internal image of the webcaster</li> <li>3. Conduct webcaster quality training and design</li> <li>4. Have a keen insight into the market and the capability to identify business cooperation opportunities for webcaster</li> <li>5. Observe health, occupational and environmental safety rules and regulations</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p><b>The person performing this task must be able to explain how to:</b></p> <ol style="list-style-type: none"> <li>1.1 Cultivate the quality of the webcaster</li> <li>1.2 Write the Training Scheme</li> <li>1.3 Implement training and evaluation</li> </ol> <p><b>2.0 Principles</b></p> <p><b>The person performing this task must be able to explain the following principles:</b></p> <ol style="list-style-type: none"> <li>2.1 Key points of webcaster character setting</li> <li>2.2 Webcaster training procedure</li> </ol> <p><b>3.0 Theories</b></p> <p><b>The person performing this task must be able to</b></p>	

	<p><b>explain the following:</b></p> <p>3.1 Display methods such as highlights, visual effects, affinity, EQ, connotation and professionalism</p> <p>3.2 Packaging skills for character setting</p> <p>3.3 Occupational image building of the webcaster</p> <p><b>4.0 Essential Skills</b></p> <p>4.1 Communication and learning skills</p> <p>4.2 Cooperation skills</p> <p>4.3 Communication skills</p> <p>4.4 Fundamentals of computer skill</p> <p>4.5 Organization and coordination skills</p>
<p><b>DESCRIPTION ON THE END PRODUCTS / SERVICE</b></p>	<p>Webcaster character setting and training is completed according to the <i>Technical Specification Manual, Operation Manual</i> and IP positioning</p>
<p><b>CIRCUMSTANTIAL KNOWLEDGE:</b></p>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Internet access norms and cyber security</li> <li>2. Laws and regulations of the webcast industry</li> <li>3. Operator and user manuals</li> <li>4. Operation Manual of the platform</li> </ol>

<b>OCCUPATION</b>	WEBCAST TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	Carry out account operation	<b>DUTY NO.</b>	604
<b>TASK TITLE</b>	Conduct Account packaging	<b>TASK NO.</b>	6042
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be proficient in IP packaging and positioning, shaping differentiated IPs, and continuously optimizing the webcasters character packaging and occupational image according to the <i>Technical Specification Manual</i> and <i>the Operation Manual</i> .		
<b>RANGE STATEMENT</b>	<p>It is permitted to perform the task under the supervision of a senior webcast technician in any webcast platform.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> <li>1. Webcast platform and software</li> <li>2. Computers or smartphones</li> <li>3. Safety gear</li> </ol>		
<b>EVIDENCE REQUIREMENTS</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p><b>The person performing this task must be able to do the following:</b></p> <ol style="list-style-type: none"> <li>1. Position and design the webcasters style according to his/her personal advantages and characteristics</li> <li>2. Package and position the IP addresses according to the demands of webcast business</li> <li>3. Upgrade the occupational image of webcaster on camera according to their positioning</li> <li>4. Create differentiated content IP</li> <li>5. Observe health, occupational and environmental safety rules and regulations</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p><b>The person performing this task must be able to explain how to:</b></p> <ol style="list-style-type: none"> <li>1.1 Position the account style</li> <li>1.2 Character setting packaging of the webcaster</li> <li>1.3 Create differentiated content IP</li> </ol> <p><b>2.0 Principles</b></p> <p><b>The person performing this task must be able to explain the following principles:</b></p> <ol style="list-style-type: none"> <li>2.1 Style positioning and design skills of the webcaster</li> <li>2.2 Occupational image-building key points of the webcaster</li> </ol> <p><b>3.0 Theories</b></p> <p><b>The person performing this task must be able to explain the following:</b></p> <ol style="list-style-type: none"> <li>3.1 Account packaging skills</li> </ol>	

	<p>3.2 IP Content differentiation design skills</p> <p><b>4.0 Essential Skills</b></p> <p>4.1 Cooperation skills</p> <p>4.2. Communication skills</p> <p>4.3 Fundamentals of computer skill</p> <p>4.4 Organization and coordination skills</p>
<b>DESCRIPTION ON THE END PRODUCTS / SERVICE</b>	Account packaging and positioning is made according to the <i>Technical Specification Manual</i> and <i>the Operation Manual</i>
<b>CIRCUMSTANTIAL KNOWLEDGE:</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Internet access norms and cyber security</li> <li>2. Laws and regulations of the webcast industry</li> <li>3. Operator and user manuals</li> <li>4. Operation Manual of the platform</li> </ol>

<b>OCCUPATION</b>	WEBCAST TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	Carry out account operation	<b>DUTY NO.</b>	604
<b>TASK TITLE</b>	Conduct Account operation and promotion	<b>TASK NO.</b>	6043
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to conduct multi-platform operations, operate multiple accounts to divert traffic from each other, convert accurate traffic, and achieve operational effects in the form of an accounting matrix according to the <i>Technical Specification Manual</i> and the <i>Operation Manual</i> .		
<b>RANGE STATEMENT</b>	It is permitted to perform the task under the supervision of a senior webcast technician in any webcast platform. The tools and equipment to be used include: 1. Computers or smartphones 2. Webcast platform and software 3. Safety gear		
<b>EVIDENCE REQUIREMENTS</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p><b>The person performing this task must be able to do the following:</b></p> <ol style="list-style-type: none"> <li>1. Use sub-accounts to attract traffic for the parent account, enhance the influence of the parent account, form a group-like combination of accounts under the same matrix, and interconnect the contents of the accounts in series</li> <li>2. Formulate the post system and operation mechanism of the organizational structure according to the actual situation, and be able to coordinate and manage the creative production team</li> <li>3. Incubate multiple vertical category IPs, and operate and manage different categories of IPs</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p><b>The person performing this task must be able to explain how to:</b></p> <ol style="list-style-type: none"> <li>1.1 IP building and multi-platform management</li> <li>1.2 Account traffic attraction</li> <li>1.3 Operation growth skills</li> </ol> <p><b>2.0 Principles</b></p> <p><b>The person performing this task must be able to explain the following principles:</b></p> <ol style="list-style-type: none"> <li>2.1 Matrix account building</li> <li>2.2 Operation and management</li> </ol> <p><b>3.0 Theories</b></p> <p><b>The person performing this task must be able to explain the following:</b></p> <ol style="list-style-type: none"> <li>3.1 Multi-channel operation mechanism</li> </ol>	

<p>4. Build the account matrix and conduct the account operation of the multi-channel platform</p> <p>5. Observe health, occupational and environmental safety rules and regulations</p>	<p>3.2 Account positioning strategy</p> <p>3.3 Webcast field design</p> <p><b>4.0 Essential Skills</b></p> <p>4.1 Teamwork skills</p> <p>4.2 Communication management skills</p> <p>4.3 Fundamentals of computer skill</p>
<p><b>DESCRIPTION ON THE END PRODUCTS / SERVICE</b></p>	<p>The account matrix building and operation is completed according to the <i>Technical Specification Manual</i> and <i>the Operation Manual</i></p>
<p><b>CIRCUMSTANTIAL KNOWLEDGE:</b></p>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Internet access norms and cyber security</li> <li>2. Laws and regulations of the webcast industry</li> <li>3. Operator and user manuals</li> <li>4. Operation Manual of the platform</li> </ol>

**APPENDIX: DACUM CHART OF WEBCAST TECHNICIANS NTA LEVEL 6**

DUTY TITLE	TASKS	ENABLERS
1.0. Conduct webcast operation	1.1 Build product selection library.	<p><b>General skills and knowledge</b></p> <ul style="list-style-type: none"> <li>• Communication with others by using communication skills</li> <li>• Comply with the rules of webcast platforms, and relevant laws and regulations</li> <li>• Work Report and scheme writing skills</li> <li>• Webcast operation skills and knowledge</li> <li>• Management knowledge of webcast products</li> </ul> <p><b>Tools and equipment</b></p> <ul style="list-style-type: none"> <li>• Computers</li> <li>• Text processing software</li> <li>• Spreadsheet</li> <li>• Presentation software</li> </ul> <p><b>Materials</b></p> <ul style="list-style-type: none"> <li>• Product sample</li> <li>• Webcast materials</li> <li>• Webcast data materials</li> </ul> <p><b>Requirements for employees</b></p> <ul style="list-style-type: none"> <li>• Teamwork and cooperation spirit, integrity, and awareness of laws and regulations, quality and program management</li> </ul>
	1.2 Manage high-quality webcast influencers.	
	1.3 Conduct webcast business negotiation.	
	1.4 Perform quality control of webcast commodities.	

DUTY TITLE	TASKS	ENABLERS
2.0 Carry out content operation	2.1 Build the webcast content model.	<p><b>General skills and knowledge</b></p> <ul style="list-style-type: none"> <li>• Communication with others by using communication skills</li> <li>• Comply with the rules of webcast platforms, and relevant laws and regulations</li> <li>• Webcast operation skills and knowledge</li> <li>• Build the webcast model</li> <li>• Formulate the marketing strategies for webcast</li> </ul> <p><b>Tools and equipment</b></p> <ul style="list-style-type: none"> <li>• Webcast platform and software</li> <li>• Computers or smartphones</li> <li>• Text editing tool</li> </ul> <p><b>Materials</b></p> <ul style="list-style-type: none"> <li>• Product sample</li> <li>• Webcast materials</li> <li>• Webcast data materials</li> </ul> <p><b>Requirements for employees</b></p> <ul style="list-style-type: none"> <li>• Teamwork and cooperation spirit, integrity, and awareness of laws and regulations, quality and program management</li> </ul>
	2.2 Screen the webcast content operation and marketing channels.	
	2.3 Formulate the marketing strategies for webcast content.	
3.0 Conduct platform operation	3.1 Formulate webcast operation objectives.	<p><b>General skills and knowledge</b></p> <ul style="list-style-type: none"> <li>• Communication with others by using communication skills</li> <li>• Formulate a webcast promotion scheme</li> <li>• Webcast operation skills and</li> </ul>
	3.2 Formulate the promotion strategy for the webcast operation.	

DUTY TITLE	TASKS	ENABLERS
	3.3 Analyse the rules of webcast platforms.	<p>knowledge</p> <ul style="list-style-type: none"> <li>• Comply with the rules of webcast platforms, and relevant laws and regulations</li> <li>• Analyse and review the webcast data</li> </ul> <p><b>Tools and equipment</b></p> <ul style="list-style-type: none"> <li>• Webcast platform and software</li> <li>• Computers or smartphones</li> <li>• Text editing tool</li> <li>• Data analysis software</li> </ul> <p><b>Materials</b></p> <ul style="list-style-type: none"> <li>• Product sample</li> <li>• Webcast materials</li> <li>• Webcast data materials</li> </ul> <p><b>Requirements for employees</b></p> <ul style="list-style-type: none"> <li>• Teamwork and cooperation spirit, integrity, and awareness of laws and regulations, quality and program management</li> </ul>
	3.4 Conduct webcast data analysis and review.	
4.0 Carry out account operation	4.1 Conduct Webcaster character setting and training.	<p><b>General skills and knowledge</b></p> <ul style="list-style-type: none"> <li>• Communication with others by using communication skills</li> <li>• Comply with the rules of webcast platforms, and relevant laws and regulations</li> <li>• Webcast operation skills and</li> </ul>
	4.2 Conduct Account packaging.	

DUTY TITLE	TASKS	ENABLERS
	4.3 Conduct Account operation and promotion.	<p>knowledge</p> <ul style="list-style-type: none"> <li>• Webcaster IP positioning and creation</li> <li>• Account matrix building</li> </ul> <p><b>Tools and equipment</b></p> <ul style="list-style-type: none"> <li>• Webcast platform and software</li> <li>• Computers or smartphones</li> </ul> <p><b>Materials</b></p> <ul style="list-style-type: none"> <li>• Product sample</li> <li>• Webcast materials</li> <li>• Webcast data materials</li> </ul> <p><b>Requirements for employees</b></p> <ul style="list-style-type: none"> <li>• Teamwork and cooperation spirit, integrity, and awareness of laws and regulations, quality and program management</li> </ul>