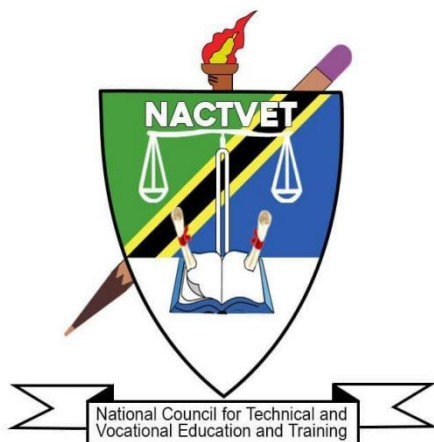


**THE NATIONAL COUNCIL FOR TECHNICAL AND VOCATIONAL EDUCATION AND
TRAINING**



OCCUPATIONAL STANDARDS

OCCUPATION: WEBCAST TECHNICIAN

LEVEL: NTA LEVEL 5

FEBRUARY 2024

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ABBREVIATIONS

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

GLOSSARY OF TERMS

Circumstantial Knowledge:	Detailed knowledge, which allows the decision-making in regard to different circumstances and cross cutting issues.
Competence:	The ability to use knowledge, understanding, practical, and thinking skills to perform effectively to the workplace standards required in employment.
Competency:	A description of the ability one possesses when able to perform a given occupational task effectively and efficiently.
Competency-based Education:	An instructional programme that derives its content from validated tasks and bases assessment on the learner's performance.
Curriculum:	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".
Educational/Training Programme:	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.
Occupation:	A specific position requiring the performance of specific tasks – essentially the same tasks are performed by all employees having the same title. (Example: baker)
Occupational Area:	This is a broad grouping of related jobs. (Example: food service)
Occupational Standards:	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.
Occupational/Job Analysis:	A process used to identify the tasks that are important to employees in any given occupation.
Performance Criteria:	Indicate expected end results or outcomes in the form of evaluative statements.
Skills:	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.
Standards:	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 22nd and 23rd 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, the 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 live 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) Webcast fulfilment
- d) Short video capture and processing
- e) Creation of a live product portfolio and matrix
- f) Live pitch
- g) Live operations
- h) Short video creation 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 4-6.

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 TECHNICIANS– NTA LEVEL 5

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Create a live product portfolio and matrix	DUTY NO.	501
TASK TITLE	Construct webcast matrix	TASK NO.	5011
PERFORMANCE CRITERIA	The person performing this task must be able to construct a webcast matrix as per the activity theme and target audience.		
RANGE STATEMENT	<p>The task can be performed in the data analysis area under the supervision of senior webcast technicians.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. Computer; 2. Form processing software (Excel, WPS, Python) 3. Webcast back-end data software (Chanmama, Douchacha, Xinbang, etc.) 4. Presentation software (Microsoft PowerPoint) 5. Safety gear 		
EVIDENCE REQUIREMENTS			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Understand the actual business needs, activity standards, webcast cycle, product characteristics, target user development, expansion tasks and plans of the program; 2. Compare the styles and user characteristics of various webcast platforms, be familiar with the advantages and disadvantages of those platforms, and select appropriate promotion models as per webcast positioning, product characteristics, target users, and budget; 3. Complete resource links with selected 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Data screening and summary; 1.2 Links to brands; 1.3 Acquire brand needs; 1.4 Record brand needs; <p>2.0 Principles</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 Principle of matching brand needs 	

<p>promotion channels according to operational indicators and specific needs of webcast;</p> <ol style="list-style-type: none"> 4. Upon request, build a webcast matrix, communicate and exchange with matrix influencers and account content producers, and accurately acquire various information such as brand needs as well as volume, duration and purpose of webcast; 5. Effectively sort out the feedback information from the brand side and record it in the format of charts and documents; 6. Make channel demand analysis to understand the potential market demands of channel customers; 7. Substantively advance the program and address channel needs as per the potential needs and results obtained through analysis; 8. Trial and installation of channel management software; 9. Observe health, occupational and environmental safety rules and regulations. 	<p>with accounts (influencers);</p> <ol style="list-style-type: none"> 2.2 Principle of matching customer needs; <p>3.0 Theories</p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> 3.1 Characteristics of webcast platforms; 3.2 Importance of constructing user profiles for webcast; 3.3 Importance of webcast data analysis; <p>4.0 Essential Skills</p> <ol style="list-style-type: none"> 4.1 Communication skills 4.2 Customer service skills. 4.3 Teamwork skills;
<p>DESCRIPTION ON THE END PRODUCTS / SERVICE:</p>	<p>Webcast matrix constructed as per the activity theme and target audience.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE:</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Internet security specification 2. Laws and regulations of product selection for webcast 3. Laws and regulations of webcast promotion 4. Webcast operator manuals 5. Webcast user manuals

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Create a live product portfolio and matrix	DUTY NO.	501
TASK TITLE	Select high-quality influencers	TASK NO.	5012
PERFORMANCE CRITERIA	The person performing this task must be able to select high-quality influencers to match with goods as per the activity theme and target audience.		
RANGE STATEMENT	<p>It is permitted to perform the task under the supervision of a senior webcast technician in any office space or meeting space.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. Computer; 2. Customer management software 3. Webcast back-end data software 4. Safety gear 		
EVIDENCE REQUIREMENTS			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Determine the screening indicators of high-quality influencers as per the webcast theme, commodity category, activity type and the size of the venue; 2. Determine screening indicators and preliminarily select influencers for webcast with tags according to their recent webcast metrics and frequency; 3. Through the underpinning data, determine the quality of preliminarily selected influencers, including the number of their followers, webcast frequency, webcast turnover, follower portraits, etc.; 4. Screen the preliminarily selected influencers again, and analyse their content output 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Select high-quality influencers; 1.2 Create content that aligns with brand tone; 1.3 Match high-quality influencers; 1.4 Publish and promote high-quality brand content; 1.5 Search multi-dimensional information. <p>2.0 Principles</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 Content distribution mode of webcast platform; 	

<p>competence combined with the video content and webcast content released by influencers, as well as product characteristics;</p> <p>5. Determine their ability of live commerce through brand analysis according to the content output competence of influencers and the specific demand indicators of the brand side, so as to obtain an illustration of influencer's ability to promote goods, providing a theoretical basis for selecting webcast influencers;</p> <p>6. Screen high-quality influencers through the interaction frequency, interaction duration, number of interactive followers, and follower interaction in the webcast room during the process of influencers' webcast;</p> <p>7. Through multi-dimensional screening and comparison, determine the most suitable influencer;</p> <p>8. Observe health, occupational and environmental safety rules and regulations.</p>	<p>2.1 Standards for determining influencer tags;</p> <p>2.2 Content recommendation logic for webcast platforms;</p> <p>2.3 Brand side and KOL cooperation mode.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain the following:</p> <p>3.1 Importance of matching influencers to live commerce;</p> <p>3.2 Importance of influencer screening to webcast investment promotion;</p> <p>4.0 Essential Skills</p> <p>4.1 Communication skills</p> <p>4.2 Cooperation skills;</p> <p>4.3 Report writing skills</p>
<p>DESCRIPTION ON THE END PRODUCTS / SERVICE:</p>	<p>High-quality webcast influencers are selected as per the activity theme and target audience.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE:</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Internet security specification 2. Laws and regulations of product selection for webcast 3. Laws and regulations of webcast promotion 4. Webcast operator manuals 5. Webcast user manuals

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Create a live product portfolio and matrix	DUTY NO.	501
TASK TITLE	Conduct data-based product selection for webcast	TASK NO.	5013
PERFORMANCE CRITERIA	The person performing this task must be able to complete the data-based product selection for webcast based on the activity topic.		
RANGE STATEMENT	<p>The task can be performed in the data analysis area under the supervision of senior webcast technicians.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. Computer; 2. Spreadsheet 3. Webcast back-end data software 4. Presentation software 5. Safety gear 		
EVIDENCE REQUIREMENTS			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Determine information on brand needs, product quality requirements, and timing; 2. Search for supply chain channels, initially lock the supply side, and carry out preliminary filtering and comparison of supply qualifications; 3. Filter and compare historical webcast data to select products and categories that meet the needs of the brand; 4. Know various situations, 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Determine information on brand needs, product quality requirements, and timing 1.2 Find supply chain channels 1.3 Complete the webcast product selection and matching based on the characteristics of the influencer <p>2.0 Principles</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 Gather supply chain principles in multiple channels 2.2 Develop strategies for negotiating and bargaining 2.3 Strategies to get the other side's price floor 	

<p>including legal documents related to the supplier, qualification certificates, business sites or production bases, product qualification documents, invoicing requirements, delivery times, and after-sales services;</p> <p>5. Determine product channels and margins with supply chain parties;</p> <p>6. Conduct multiple price summaries based on product categories and product information, complete the comparison of negotiated product price information, and complete the preparatory work for price negotiations;</p> <p>7. Finalize the cooperation intention and sign the contract with the supplier;</p> <p>8. Observe health, occupational and environmental safety rules and regulations.</p>	<p>3.0 Theories</p> <p>The person performing this task must be able to explain the following:</p> <p>3.1 Bargaining and negotiation of webcast operation</p> <p>3.2 The role of data-based product selection in the webcast</p> <p>4.0 Essential Skills</p> <p>4.1 Communication skills</p> <p>4.2 Cooperation skills;</p>
<p>DESCRIPTION ON THE END PRODUCTS / SERVICE:</p>	<p>Data-based product selection for webcast is completed based on the activity topic</p>
<p>CIRCUMSTANTIAL KNOWLEDGE:</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Internet security specification 2. Laws and regulations of product selection for webcast 3. Laws and regulations of webcast promotion 4. Webcast operator manuals 5. Webcast user manuals

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Create a live product portfolio and matrix	DUTY NO.	501
TASK TITLE	Conduct Webcast filtering and product interfacing	TASK NO.	5014
PERFORMANCE CRITERIA	The person performing this task must be able to interface the full process of webcast investment as per the activity topic with the target audience.		
RANGE STATEMENT	<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"> 1. Computer; 2. The background of the webcast platform 3. Presentation software 4. Customer channel management software 5. Safety gear 		
EVIDENCE REQUIREMENTS			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Conduct supply chain filtering and webcast product interfacing, and select suitable webcast product channels based on webcast topics and formats; 2. Determine the form of webcast and webcast categories, carry out the filtering and determination of webcast product selection categories, and complete the determination of product categories; 3. Further determine the commodity filtering dimensions according to the brand and influencers, and clear 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Filter webcast channels 1.2 Determine the webcast categories and modes 1.3 Filter webcast influencers 1.4 Gather webcast product information 1.5 Determine a live product portfolio <p>2.0 Principles</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1. Brand-side product selection criteria 2.2. Brand-side product selection dimensions and 	

<p>product selection criteria and combination mode, to facilitate the implementation of business product selection personnel interfacing;</p> <p>4. Complete the selection of products and the principles of product matching according to the webcast promotion;</p> <p>5. Complete the gathering of product detail information through webcast tools to facilitate products release or withdrawal by staff in the late stage;</p> <p>6. Complete the commercial management of webcast channels, commodity categories, commercial channels, and other multiple channels;</p> <p>7. Complete the live product portfolio and synchronize the information with other team members to facilitate the finishing of team members' post-processing advancement;</p> <p>8. Observe health, occupational and environmental safety rules and regulations.</p>	<p>methods</p> <p>2.3 Content and frequency of webcast information distribution</p> <p>2.4. Principles of a live product portfolio</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain the following:</p> <p>3.1 Webcast commercial channel management</p> <p>4.0 Essential Skills</p> <p>4.1 Communication skills</p> <p>4.2 Customer management skills;</p> <p>4.3 Teamwork skills;</p>
<p>DESCRIPTION ON THE END PRODUCTS / SERVICE:</p>	<p>Webcast filtering and product interfacing are completed according to the Technical Specification Manual and the Operation Manual</p>
<p>CIRCUMSTANTIAL KNOWLEDGE:</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Internet security specification 2. Laws and regulations of product selection for webcast 3. Laws and regulations of webcast promotion 4. Webcast operator manuals 5. Webcast user manuals

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Conduct Webcast promotion	DUTY NO.	502
TASK TITLE	Conduct Webcast matrix building	TASK NO.	5021
PERFORMANCE CRITERIA	The person performing this task must be able to accurately refine the selling points of the product and complete the marketing planning appropriately.		
RANGE STATEMENT	<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"> 1. Computer; 2. Text processing software 3. Mind-mapping 4. Safety gear 		
EVIDENCE REQUIREMENTS			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Establish labels for core user groups and construct target user profiles; 2. Gather information on webcast competitors and benchmark accounts in the same category (product positioning, word-of-mouth performance, webcast persona, webcast room titles, webcast room previews) to conduct rival product analysis, develop differentiated competitive strategies, and achieve incremental sales; 3. Consider factors such as immediate demand, consumption frequency, and brand awareness, conduct category positioning and classification of products, and plan the number of 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Collect basic data such as gender ratio, age group, and geographical distribution of webcast viewers 1.2 Collect dynamic data such as price and interest preferences 1.3 Use backend webcast tools 1.4 Prepare product marketing scripts and portfolio of goods 1.5 Plan the marketing topic of webcast products 1.6 Verify product quality and qualification <p>2.0 Principles</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 Principles of marketing selling point refinement 	

<p>webcast product fixed links and goods structure ratio;</p> <p>4. Plan the matching and webcast topics when explaining webcast products in conjunction with traffic sources and traffic trends;</p> <p>5. Verify the product qualification certificate and monitor the quality of products in the whole process of warehousing and sales;</p> <p>6. Observe health, occupational and environmental safety rules and regulations.</p>	<p>2.2 Methods of analysis for rival products and principles of differentiated competitive strategies development</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain the following:</p> <p>3.1 Reasons why short video content planning helps to webcast inbound marketing</p> <p>3.2 Significance of creative planning of short video content</p> <p>4.0 Essential Skills</p> <p>4.1 Communication skills</p> <p>4.2 Report writing skills</p> <p>4.3 Firmly establish product quality awareness and safety consciousness</p>
<p>DESCRIPTION ON THE END PRODUCTS / SERVICE:</p>	<p>Webcast activity planning is completed according to the Technical Specification Manual and the Operation Manual</p>
<p>CIRCUMSTANTIAL KNOWLEDGE:</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Internet security specification 2. Laws and regulations of product selection for webcast 3. Laws and regulations of webcast promotion 4. Webcast operator manuals 5. Webcast user manuals

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Conduct Webcast promotion	DUTY NO.	502
TASK TITLE	Conduct Webcast content planning	TASK NO.	5022
PERFORMANCE CRITERIA	The person performing this task must complete the webcast content planning task in accordance with the User Operation Manual and webcast marketing laws and regulations.		
RANGE STATEMENT	<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"> 1. Computer; 2. Text processing software 3. Mind-mapping 4. Safety gear 		
EVIDENCE REQUIREMENTS			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Make choices based on topics of interest to followers, such as holidays, products, and brands; 2. Complete webcast content planning based on the platform's webcast activities, and complete new product launches and realize top-selling products; 3. Increase interactive methods and gameplay according to the flow and script of the webcast, combined with the atmosphere of the webcast room, to complete the webcast interaction between the influencer and the followers; 4. Complete the determination of 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Follower interaction thinking 1.2 Guide users to participate in platform activities and topics 1.3 Advance the pacing of webcast 1.4 Guide users to place orders 1.5 Design product discounts and offers <p>2.0 Principles</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 Skills and principles of guiding users to place orders <p>3.0 Theories</p>	

<p>webcast pacing, duration, and categories;</p> <p>5. Complete the webcast scripts of the webcaster during the webcast based on the pacing and duration of the webcast;</p> <p>6. Complete the planning and testing of webcast product discounts and offers based on the pacing and duration of the webcast;</p> <p>7. Observe health, occupational and environmental safety rules and regulations.</p>	<p>The person performing this task must be able to explain the following:</p> <p>3.1 Reasons why webcast room interaction Click-Through Rate (CTR) fuels webcast sales</p> <p>3.2 Significance of webcast room interaction CTR</p> <p>4.0 Essential Skills</p> <p>The person performing this task must have the following skills:</p> <p>4.1 Communication skills</p> <p>4.2 Interaction management skills</p> <p>4.3 Communication and teamwork skills</p>
<p>DESCRIPTION ON THE END PRODUCTS / SERVICE:</p>	<p>Webcast content planning task is completed in accordance with the User Operation Manual and webcast marketing laws and regulations.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE:</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Internet security specification 2. Laws and regulations of product selection for webcast 3. Laws and regulations of webcast promotion 4. Webcast operator manuals 5. Webcast user manuals

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Conduct Webcast promotion	DUTY NO.	502
TASK TITLE	Complete Webcast Contents Planning	TASK NO.	5023
PERFORMANCE CRITERIA	The person performing this task must be able to complete webcast content planning and to better control the pacing of the webcast and make real-time adjustments according to the Technical Specification Manual and the Operation Manual.		
RANGE STATEMENT	<p>It is permitted to perform the task under the supervision of a senior webcast technician in any webcast room.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. Computer; 2. Webcast management background 3. Webcast data analysis platform 4. Safety gear 		
EVIDENCE REQUIREMENTS			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Complete all aspects of the webcast within the planning time based on the overall webcast script; 2. Be able to better control the pacing of the webcast and make real-time adjustments; 3. Create topics or questions according to the webcast topic and relevant hotspot issues to enliven the atmosphere of the webcast room; 4. Adopt crisis response methods to effectively deal with the problem of haters' negative comments according to the webcast site; 5. Anticipate crises based on webcast site 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Mobilize the atmosphere in the webcast room 1.2 Filter webcast topics and hotspot issues 1.3 Development of marketing schemes 1.4 Planning of warm-ups <p>2.0 Principles</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 Principles of timely adjustment of webcast strategy 2.2 Webcast crisis PR skills 2.3 Webcast pacing control skills 2.4 Process and mode of webcast warm-up 	

<p>conditions and effectively deal with webcast interruptions, product link failures, product offer errors, and other issues;</p> <p>6. Carry out warm-ups such as lucky draw, bargains for seconds, and welfare giveaways according to the flow and script of the webcast and in conjunction with the atmosphere of the webcast room</p> <p>7. Observe health, occupational and environmental safety rules and regulations.</p>	<p>3.0 Theories</p> <p>The person performing this task must be able to explain the following:</p> <p>3.1 Impact of webcast strategy adjustment on webcast sales</p> <p>3.2 Significance of teamwork in webcast operations control</p> <p>3.3 Strategies and principles of webcast marketing</p> <p>3.4 Webcast requirements for teamwork</p> <p>4.0 Essential Skills</p> <p>The person performing this task must have the following skills:</p> <p>4.1 User communication skills</p> <p>4.2 Interaction management skills</p>
<p>DESCRIPTION ON THE END PRODUCTS / SERVICE:</p>	<p>Webcast content planning and control are completed according to the Technical Specification Manual and the Operation Manual</p>
<p>CIRCUMSTANTIAL KNOWLEDGE:</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Internet security specification 2. Laws and regulations of product selection for webcast 3. Laws and regulations of webcast promotion 4. Webcast operator manuals 5. Webcast user manuals

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Conduct Webcast promotion	DUTY NO.	502
TASK TITLE	Provide Commodity information in the webcast room	TASK NO.	5024
PERFORMANCE CRITERIA	The person performing this task must be able to show, promote and adequately provide commodity information to increase the CTR.		
RANGE STATEMENT	<p>It is permitted to perform the task under the supervision of a senior webcast technician in any webcast room.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. Computer; 2. Webcast management background 3. All-in-one machine for webcast 4. Central control platform for webcast 5. Webcast data analysis platform 6. Safety gear 		
EVIDENCE REQUIREMENTS			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Collect and summarize commodity-related information and promote products based on data such as product sales data, word-of-mouth performance, product offer strength and target user needs, combined with product information and individual product scripts; 2. Demonstrate the use and effect of a product in a live manner with props or models. The demonstration is realistic and helps to build users' trust in the product; 3. Match users' pain points with product features or services by describing usage scenarios, to emphasize selling points, and stimulate demands. 4. Be able to use price anchors and promotional 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Collect and summarize product information 1.2 Show how to use the goods 1.3 Describe product usage scenarios 1.4 Introduce product price and offers strength <p>2.0 Principles</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 Product information gathering skills 2.2 Commodity presentation methods and processes 	

<p>offers to contrast and shape the product's high performance-price ratio and lead to CTR;</p> <p>5. Have good attractiveness and enthusiasm for commodity explanation;</p> <p>6. Observe health, occupational and environmental safety rules and regulations.</p>	<p>2.3 Skills of "people, goods, and field" combination in the process of webcast</p> <p>2.4 Skills for describing webcast scenarios during webcast promotion</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain the following:</p> <p>3.1 The impact of webcast order-pressing for webcast sales</p> <p>3.2 The use of webcast aids in the process of webcast presentation</p> <p>3.3 Strategies and principles of webcast marketing</p> <p>4.0 Essential Skills</p> <p>The person performing this task must have the following skills:</p> <p>4.1 User communication skills</p> <p>4.2 Interaction management skills</p> <p>4.3 Copywriting skills</p> <p>4.4 Language expression skills</p>
<p>DESCRIPTION ON THE END PRODUCTS / SERVICE:</p>	<p>Information on the commodity is adequately provided in the webcast room to increase CTR.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE:</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Internet security specification 2. Laws and regulations of product selection for webcast 3. Laws and regulations of webcast promotion 4. Webcast operator manuals 5. Webcast user manuals

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Conduct Webcast operation	DUTY NO.	503
TASK TITLE	Develop Webcast scheme	TASK NO.	5031
PERFORMANCE CRITERIA	The person performing this task must be able to carry out the topic planning, process execution, and other webcast scheme writing, and develop the overall planning of webcast activities.		
RANGE STATEMENT	<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"> 1. Computer; 2. Text processing software 3. Mind-mapping 4. Safety gear 		
EVIDENCE REQUIREMENTS			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Plan the quantities of webcast commodities and webcast goods structure ratio based on the product selection results, divide the webcast commodities into categories such as branding, inbound marketing, and profit output according to the advantages and selling points of the commodities, and complete the webcast scheme target determination; 2. Establish labels of core user groups through basic data such as gender ratio, age group, and geographical distribution of webcast viewers, as well as dynamic data such as price preference and interest preference, and complete target user positioning and product feature determination; 3. Complete webcast multi-channel information collection based on specific webcast 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Divide webcast product categories 1.2 Analyse the user profile and label of webcast viewers 1.3 Gather webcast marketing materials 1.4 Refine webcast marketing hotspot issues 1.5 Develop a feasible webcast marketing scheme <p>2.0 Principles</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 Webcast content marketing skills 2.2 Skills for gathering webcast marketing materials 	

<p>indicators and needs;</p> <ol style="list-style-type: none"> 4. Carry out preparatory work before webcast, investigate the characteristics of the industry and current hotspot issues to complete the construction of a hotspot topic selection bank; 5. Sort out information according to the specific content of the webcast scheme, refine the core content, and complete the organization and preparation of the content framework of the preliminary webcast development scheme; 6. Put forward specific creative ideas combined with the preliminary information, as per the specific needs of the Program, cooperated with "people, goods, and field" factors from webcast for multi-directional collocation and integration, in line with the actual needs; 7. Write and implement feasible schemes with specific creative ideas; 8. Complete scheme optimization by combining the developed feasibility implementation scheme with the scheme implementation details for program optimization; 9. Form a complete webcast scheme; 10. Observe health, occupational and environmental safety rules and regulations. 	<ol style="list-style-type: none"> 2.3 Filtering method of webcast marketing hotspot issues 2.4 Principles of webcast scheme development <p>3.0 Theories</p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> 3.1 Significance of webcast scheme development 3.2 Significance of scheme optimization 3.3 Filtering and implementation methods of webcast creative ideas <p>4.0 Essential Skills</p> <p>The person performing this task must have the following skills:</p> <ol style="list-style-type: none"> 4.1 User communication skills 4.2 Interaction management skills 4.3 Copywriting skills 4.4 Language expression skills
<p>DESCRIPTION ON THE END PRODUCTS / SERVICE:</p>	<p>Webcast scheme development is completed according to the Technical Specification Manual and user requirements</p>
<p>CIRCUMSTANTIAL KNOWLEDGE:</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Internet security specification 2. Laws and regulations of product selection for webcast 3. Laws and regulations of webcast promotion 4. Webcast operator manuals 5. Webcast user manuals

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Conduct Webcast operation	DUTY NO.	503
TASK TITLE	Perform Webcast data analysis	TASK NO.	5032
PERFORMANCE CRITERIA	The person performing this task must be able to identify webcast operation indicators, extract and analyse data from data analysis platforms, and provide data analysis reports for webcast operations.		
RANGE STATEMENT	<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"> 1. Computer; 2. Spreadsheet 3. Central control platform for webcast 4. Webcast data analysis software 5. Safety gear 		
EVIDENCE REQUIREMENTS			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Determine the webcast operation indicators, which include data such as the number of webcast viewers, the number of times watched, and the duration of time watched per capita, to initially analyse the webcast content attractiveness and other aspects of data; 2. Arrange specific operation personnel to conduct real-time monitoring of the background data of the whole link webcast room for the webcast process, and to summarize and sort out the fluctuating data for the webcast room; 3. Count and record abnormal data and 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Determine webcast operation indicators 1.2 Monitor webcast process and background data 1.3 Count and record abnormal operation data 1.4 Analyse webcast operation data 1.5 Sort out and export data reports <p>2.0 Principles</p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> 2.1 Data filtering methods 2.2 Data statistic methods 2.3 Data analysis methods 2.4 Webcast operation methods 2.5 Method for producing data analysis reports 	

<p>sort out the relevant data into records;</p> <ol style="list-style-type: none"> 4. Analyse the activity level of webcast users based on the number of additional followers, likes, comments, and other data to complete the data analysis of routine webcast operation; 5. Analyse the fluctuation of business data in some scenarios based on data such as commodity views, customer-to-piece ratio, orders, and sales; 6. Sort out, analyse, and output data reports; 7. Extract data from the data analysis platform and output data analysis reports for the webcast business; 8. Interface with business departments and provide data statistical analysis and support; 9. Dig into the problems of various data indicators and make rationalization suggestions; 10. Count and summarize data indicators to complete the webcast data scraping; 11. Observe health, occupational and environmental safety rules and regulations. 	<p>3.0 Theories</p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> 3.1 Significance of cross-departmental cooperation 3.2 Significance of webcast data scraping 3.2 Qualitative and quantitative data analysis <p>4.0 Essential Skills</p> <p>The person performing this task must have the following skills:</p> <ol style="list-style-type: none"> 4.1 User communication skills 4.2 Interaction management skills 4.3 Copywriting skills 4.4 Language expression skills
<p>DESCRIPTION ON THE END PRODUCTS / SERVICE:</p>	<p>Webcast data analysis is completed according to the Technical Specification Manual and the Operation Manual</p>
<p>CIRCUMSTANTIAL KNOWLEDGE:</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Internet security specification 2. Laws and regulations of product selection for

	webcast 3. Laws and regulations of webcast promotion 4. Webcast operator manuals 5. Webcast user manuals
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OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Conduct Webcast operation	DUTY NO.	503
TASK TITLE	Determine Follower community operation indicators	TASK NO.	5033
PERFORMANCE CRITERIA	The person performing this task must be able to determine follower operation indicators, analyse and sort out follower data for each platform, and maintain follower communities		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any office space. The tools and equipment to be used include: 1. Computer; 2. We-media social software 3. User management software 4. Webcast data analysis software 5. Safety gear		

EVIDENCE REQUIREMENTS

PRACTICAL PERFORMANCE	UNDERPINNING KNOWLEDGE
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> Determine follower operation indicators, which include data such as the number of webcast viewers, the number of times watched, and the duration of time watched per capita, to initially analyse the webcast content attractiveness and other aspects of data; Conduct real-time monitoring of webcast room user data, conduct real-time monitoring of the background data of the whole link webcast room for the webcast process, and summarize and sort 	<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> Analyse follower operation indicators Analyse the attractiveness of webcast content Sort out the operation data of the webcast room Analyse the activity level of webcast users

<p>out the fluctuating data for the webcast room;</p> <ol style="list-style-type: none"> 3. Count and record abnormal data and sort out the relevant data into records; 4. Analyse the activity level of webcast users based on the number of additional followers, likes, comments, and other data to complete the data analysis of routine webcast operation; 5. Try to build a webcast private domain channel based on the number of webcast room interactions and followers, create a follower community subject to routine maintenance, and complete the inbound marketing of webcast followers from the public domain to the private domain; 6. Conduct regular operations for community followers, complete webcast activities, webcast benefit design, and be responsible for followers interfacing and communication for efficient interaction; 7. Plan follower activities and enhance followers' activity level based on community operations; 8. Dig into the problems of follower operation indicators and make rationalization suggestions; 	<ol style="list-style-type: none"> 1.5 Create a webcast follower community 1.6 Run a webcast operation community <p>2.0 Principles</p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> 2.1 Principles of user interaction in the webcast room 2.2 Effective operation and communication strategy of follower community 2.3 Principles of webcast data analysis <p>3.0 Theories</p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> 3.1 Methods for follower interaction CTR 3.2 O&M method for follower community 3.3 Efficient interaction with community followers <p>4.0 Essential Skills</p> <p>The person performing this task must have the following skills:</p> <ol style="list-style-type: none"> 4.1 User communication skills 4.2 Copywriting skills 4.3 Language expression skills
<p>DESCRIPTION ON THE END PRODUCTS / SERVICE:</p>	<p>Follower operation indicators for each platform are analysed and sorted out and the follower communities maintained.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE:</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Internet security specification 2. Laws and regulations of product selection for webcast

	<ol style="list-style-type: none">3. Laws and regulations of webcast promotion4. Webcast operator manuals5. Webcast user manuals
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OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Conduct Webcast operation	DUTY NO.	503
TASK TITLE	Monitor and handle the webcast public opinion	TASK NO.	5034
PERFORMANCE CRITERIA	The person performing this task must be able to complete the monitoring and gathering of webcast public opinion and carry out targeted PR measures according to the webcast public opinion platform.		
RANGE STATEMENT	<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"> 1. Computer; 2. Public opinion analysis software 3. Webcast data analysis software 4. Document editing tools 5. Safety gear 		
EVIDENCE REQUIREMENTS			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Filter and determine the public opinion keywords for webcast in response to the specific requirements of the brand; 2. Complete the setting of public opinion keywords for webcast; comprehensively and accurately detect information on brand public opinion; 3. Subscribe to relevant public opinion topics and implement uninterrupted monitoring and maintenance; 4. Set custom alarm rules to complete the setting of webcast public opinion alert mode; 5. Summarize and sort out webcast public 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Filter the public opinion keywords for webcast 1.2 Set the public opinion keywords for webcast 1.3 Use the webcast alert platform 1.4 Write webcast PR copywriting <p>2.0 Principles</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 Filtering principles of public opinion 	

<p>opinion information;</p> <p>6. Prepare relevant PR copywriting and content for relevant negative information in webcast public opinion;</p> <p>7. Determine PR channels and PR pacing, and distribute relevant PR copywriting and content;</p> <p>8. Monitor webcast public opinion tools in real-time and continuously optimize webcast content and related PR content information;</p> <p>9. Observe health, occupational and environmental safety rules and regulations.</p>	<p>keywords for webcast</p> <p>2.2 Setting principles of public opinion keywords for webcast</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain the following:</p> <p>3.1 Setting methods of public opinion keywords for webcast</p> <p>3.2 Setting methods of public opinion channels for webcast</p> <p>3.3 Ways to optimize webcast content and PR process</p> <p>4.0 Essential Skills</p> <p>The person performing this task must have the following skills:</p> <p>4.1 User communication skills</p> <p>4.2 Language expression skills</p>
<p>DESCRIPTION ON THE END PRODUCTS / SERVICE:</p>	<p>Webcast public opinion monitoring and collation are completed according to the Technical Specification Manual and the Operation Manual</p>
<p>CIRCUMSTANTIAL KNOWLEDGE:</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Internet security specification 2. Laws and regulations of product selection for webcast 3. Laws and regulations of webcast promotion 4. Webcast operator manuals 5. Webcast user manuals

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Create and distribute short video	DUTY NO.	504
TASK TITLE	Short video contents planning	TASK NO.	5041
PERFORMANCE CRITERIA	The person performing this task must be able to create and distribute short video content based on the activity topic and target audience.		
RANGE STATEMENT	<p>The task can be performed in the short video production area under the supervision of the web webcast senior technician.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. Computer; 2. Short video production software 3. Audio and video editing software 4. Document editing tools 5. Safety gear 		
EVIDENCE REQUIREMENTS			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Actively interface with the needs of the brand and Party A in the early stage, sort out the needs, and determine the specific short video shooting needs of the customer; 2. Plan the short video shooting topic according to the demand of Party A, webcast conditions, short video content creative methods, principles of topic selection planning, short video content creative methods and structural design, and other steps; 3. Refine key labels and selling points of marketing products for webcast brand characteristics and webcast product features 4. Complete product selling point 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Sort out customers' short video shooting requirements 1.2 Plan short video content and topics 1.3 Refine product labels and selling points 1.4 Determine the presentation method of short video content 1.5 Write short video shooting scripts <p>2.0 Principles</p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> 2.1 Short video shooting skills 2.2 Product selling point refining skills 2.3 Presentation of short video content 2.4 Short video scripting skills 	

<p>design video creative schemes by combining the specific needs of Party A, topic selection principles, short video creation methods, and shooting mode</p> <p>5. Write script and storyboard according to the video creative scheme by the shooting director, and make secondary optimization according to the on-site shooting situation</p> <p>6. Observe health, occupational and environmental safety rules and regulations</p>	<p>3.0 Theories</p> <p>The person performing this task must be able to explain the following:</p> <p>3.1 Reasons why short video content planning helps to webcast inbound marketing</p> <p>3.2 Creative planning of short video content</p> <p>3.3 Short video creation techniques and shooting mode</p> <p>4.0 Essential Skills</p> <p>4.1 Communication skills</p> <p>4.2 Customer service skills.</p> <p>4.3 Teamwork skills;</p> <p>4.4 Report writing skills</p>
<p>DESCRIPTION ON THE END PRODUCTS / SERVICE:</p>	<p>Short video contents are created and distributed based on the activity topic and target audience.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE:</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Internet security specification 2. Laws and regulations of product selection for webcast 3. Laws and regulations of webcast promotion 4. Webcast operator manuals 5. Webcast user manuals

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Create and distribute short video	DUTY NO.	504
TASK TITLE	Produce Short video	TASK NO.	5042
PERFORMANCE CRITERIA	The person performing this task must be able to learn short video creation and distribution skills according to the User Operation Manual, and perform short video creation and distribution operations according to the User Operation Manual and technical requirements		
RANGE STATEMENT	<p>The task can be performed in the short video production area under the supervision of the web webcast senior technician.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. Computer; 2. Document editing tools 3. Storyboard editing tools 4. Safety gear 		
EVIDENCE REQUIREMENTS			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Develop a shooting scheme based on the short video topic selection, storyline, character and theme, creative ideas, and other short video elements 2. Determine the short video shooting scene, storyboard number, screen content, field of shooting scale, lines, and duration 2. Complete the preparation of video shooting tools by the filming staff and assistants according to the developed shooting scheme, combined with the site-specific shooting needs 3. Choose webcast products that are easier to perform with good capabilities based on the 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Determine the short video shooting scene, storyboard number, screen content, field of shooting scale, lines, and duration 1.2 Shoot short videos 1.3 Build a webcast scenario 1.4 Develop a shooting scheme <p>2.0 Principles</p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> 2.1 Short video content planning skills 2.2 Method for building short video webcast 	

<p>shooting scheme, and carry out extended shooting for webcast</p> <ol style="list-style-type: none"> 4. Complete the scene construction according to the specific webcast schedule and shooting scheme 5. Demonstrate product characteristics using a variety of shooting techniques for the content to be expressed in the short video; 6. Edit and export the video footage; 7. Classify and manage the video footage; 8. Observe health, occupational and environmental safety rules and regulations. 	<p>scenarios</p> <ol style="list-style-type: none"> 2.3 Short video shooting and editing methods 2.4 Short video footage management skills <p>3.0 Theories</p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> 3.1 Significance of composition of a picture 3.2 Significance of visual aesthetics <p>4.0 Essential Skills</p> <ol style="list-style-type: none"> 4.1 Communication skills 4.2 Video production skills 4.3 Teamwork skills; 4.4 Report writing skills
<p>DESCRIPTION ON THE END PRODUCTS / SERVICE:</p>	<p>Short video production and operation are completed according to the Technical Specification Manual and the Operation Manual</p>
<p>CIRCUMSTANTIAL KNOWLEDGE:</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Internet security specification 2. Laws and regulations of product selection for webcast 3. Laws and regulations of webcast promotion 4. Webcast operator manuals 5. Webcast user manuals

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Create and distribute Short video	DUTY NO.	504
TASK TITLE	Conduct post-production Short video editing	TASK NO.	5043
PERFORMANCE CRITERIA	The person performing this task must be able to conduct post-production editing of short video according to the User Operation Manual, and technical requirements		
RANGE STATEMENT	<p>The task can be performed in the short video production area under the supervision of the web webcast senior technician.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. Computer; 2. Video editing tools 3. Post-editing tools 4. Audio playback tools 5. Safety gear 		
EVIDENCE REQUIREMENTS			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Shoot short videos according to the short video script requirements, backup the webcast content, and complete the import and backup of video footage; 2. According to the requirements of the short video script, use different shots such as long shot, close shot, panoramic, medium shot, and close-up, as well as appropriate shooting light and angles to assist in shooting short videos, and determine the video post-presentation effect; 3. Be able to use editing software, master short video editing techniques and transition editing techniques, and perform preliminary editing of short videos according to the basic 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Finely edit video 1.2 Add effects and subtitles 1.3 Add short video training 1.4 Master the overall visual aesthetics, audio and visual rhythm of short videos 1.5 Exporting short videos <p>2.0 Principles</p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> 2.1 Skills for fine-tuned video editing 2.2 Visual aesthetic principles 2.3 Principles of short video music selection 	

<p>process of post-editing;</p> <ol style="list-style-type: none"> 4. Conduct the initial interface with the customer based on the preliminary editing effect and optimize the video editing effect; 5. Complete the overall video refinement editing based on the specific webcast needs of Party A; 6. Add special effects and subtitles based on refined editing of video footage and content; 7. Perform post-processing of voice-over on short videos from webcast and export the post-processed content; 8. Complete the short video export; 9. Observe health, occupational and environmental safety rules and regulations. 	<p>3.0 Theories</p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> 3.1 Significance of short video traffic promotion 3.2 Significance of short video shooting and planning 3.3 Significance of short videos post-editing <p>4.0 Essential Skills</p> <ol style="list-style-type: none"> 4.1 Communication skills 4.2 Video production skills 4.3 Teamwork skills; 4.4 Report writing skills 4.5 Visual aesthetic skills
<p>DESCRIPTION ON THE END PRODUCTS / SERVICE:</p>	<p>Short video post-production editing is properly conducted.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE:</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Internet security specification 2. Laws and regulations of product selection for webcast 3. Laws and regulations of webcast promotion 4. Webcast operator manuals 5. Webcast user manuals

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Create and Distribute Short video	DUTY NO.	504
TASK TITLE	Distribute short video on various platforms.	TASK NO.	5044
PERFORMANCE CRITERIA	The person performing this task must be able to export video footage for distribution on various platforms according to the content topic and format and in accordance with the platform rules.		
RANGE STATEMENT	<p>The task can be performed in the short video production area under the supervision of the web webcast senior technician.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. Computer; 2. Short video distribution tools 3. Data analysis platform 4. Safety gear 		
EVIDENCE REQUIREMENTS			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Maintain and update information according to enterprise account operation planning; gather and sort out internet distribution channels; 2. Determine the advertisement object according to the specific marketing needs and communication tasks of the enterprise, and complete the advertisement channel of video content; 3. Complete the secondary creation of video footage according to platform rules, cooperate with platform distribution mode and editing strategy, and export the secondary creation footage to complete video distribution in multiple channels; 4. Observe health, occupational and environmental 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Gather distribution channels 1.2 Select the advertisement object 1.3 Use the distribution platforms <p>2.0 Principles</p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> 2.1 Principle of the short video platform content distribution 2.2 Principle of the short video platform content production 2.3 Traffic operation skills of the short video platform 	

<p>safety rules and regulations.</p>	<p>3.0 Theories</p> <p>The person performing this task must be able to explain the following:</p> <p>3.1 Significance of later-stage material production of the short video</p> <p>3.2 Significance of channel distribution of short video</p> <p>4.0 Essential Skills</p> <p>4.1 Communication skills;</p> <p>4.2 Video production skills;</p> <p>4.3 Teamwork skills;</p> <p>4.4 Report writing skills;</p>
<p>DESCRIPTION ON THE END PRODUCTS / SERVICE:</p>	<p>Short video distribution on various platforms is completed according to the content topic and format and in accordance with the platform rules. according to the <i>Technical Specification Manual</i> and the <i>Operation Manual</i></p>
<p>CIRCUMSTANTIAL KNOWLEDGE:</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Internet security specification 2. Laws and regulations of product selection for webcast 3. Laws and regulations of webcast promotion 4. Webcast operator manuals 5. Webcast user manuals

APPENDIX: DACUM CHART OF ONLINE WEBCAST TECHNICIANS - NTA LEVEL 5

DUTY TITLE	TASKS	ENABLERS
<p>1.0. Create a live product portfolio and matrix</p>	<p>1.1 Construct webcast matrix.</p>	<p>General skills and knowledge</p> <ul style="list-style-type: none"> • Use communication skills to cooperate with team members • Use the <i>Product Technical Manual</i> and <i>Platform Operation Manual</i> • Basic theory of webcast platform • Knowledge of live product portfolio • Underpinning knowledge of the webcast data analysis <p>Tools and equipment</p> <ul style="list-style-type: none"> • Computer • Spreadsheet • Webcast data background software • Presentation software <p>Materials</p> <p>Webcast product library</p> <p>Requirements for employees</p> <p>Teamwork and cooperation spirit, integrity, quality control and program management awareness</p>
	<p>1.2. Select high-quality influencers.</p>	
	<p>1.3. Conduct data-based product selection for webcast.</p>	
	<p>1.4. Conduct Webcast filtering and product interfacing</p>	
<p>2.0. Conduct Webcast promotion</p>	<p>2.1 Conduct webcast matrix building.</p>	<p>General skills and knowledge</p> <ul style="list-style-type: none"> • Cooperate with others through communication skills and report to the superiors • Product Operation Manual • Skills and knowledge of webcast platform operation • Underpinning knowledge of the webcast explanation
	<p>2.2 Conduct webcast content planning.</p>	
	<p>2.3 Complete webcast contents planning.</p>	

DUTY TITLE	TASKS	ENABLERS
	2.4 Provide commodity information in the webcast room.	<ul style="list-style-type: none"> • Webcast data analysis <p>Tools and equipment</p> <ul style="list-style-type: none"> • Computer • Webcast management background • Webcast data analysis platform <p>Materials</p> <p>Webcast materials</p> <p>Webcast product</p> <p>Requirements for employees</p> <p>Teamwork and cooperation spirit, integrity, quality control and program management awareness</p>
3.0. Conduct webcast operation	3.1 Develop webcast scheme.	<p>General skills and knowledge</p> <ul style="list-style-type: none"> • Cooperate with others through communication skills and report to the superiors • Product Operation Manual • Skills and knowledge of webcast platform operation • Underpinning knowledge of the webcast explanation • Webcast data analysis • Basic operation of the webcast <p>Tools and equipment</p> <ol style="list-style-type: none"> 1. Computer 2. We-media social software 3. User management software 4. Webcast data analysis software 5. Webcast public opinion management platform
	3.2 Perform webcast data analysis.	
	3.3 Determine follower community operation indicators.	
	3.4 Monitor and handle the webcast public opinion.	

DUTY TITLE	TASKS	ENABLERS
		<p>Materials</p> <p>Materials of webcast community users and public opinion platforms that cater to the requirements of the specifications</p> <p>Requirements for employees</p> <p>Teamwork and cooperation spirit, integrity, quality control and program management awareness</p>
4.0. Create and distribute short video	4.1 Short video contents planning.	<p>General skills and knowledge</p> <ul style="list-style-type: none"> • Cooperate with others through communication skills and report to the superiors • Product Operation Manual • Skills and knowledge of webcast platform operation • Underpinning knowledge of product shooting • Underpinning knowledge of post-product editing <p>Tools and equipment</p> <ul style="list-style-type: none"> • Computer • Short video production software • Audio and video editing software • Text editing tool <p>Materials</p> <p>Webcast materials</p> <p>Shooting equipment and materials</p> <p>Webcast clip materials</p> <p>Requirements for employees</p>
	4.2 Produce Short video	
	4.3 Conduct post-production Short video editing.	
	4.4 Distribute short video on various platforms. .	

DUTY TITLE	TASKS	ENABLERS
		Teamwork and cooperation spirit, integrity, quality control and program management awareness