NATIONAL COUNCIL FOR TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING

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PROPOSED OCCUPATIONAL STANDARDS

OCCUPATION: WEBCAST TECHNICIAN

LEVEL: NTA 4

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Table 1: DACUM chart of webcast technicians - NTA 4 33

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	Feature, Advantage, Benefit, and 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.
Occupational Analysis:	A process used to identify the tasks that are important to employees in any given occupation.
Occupational Area:	This is a broad grouping of related jobs. (Example: webcast operations)
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. 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 has begun the job of drafting Occupational Standards that will eventually be adopted as National Occupational Standards for TET in order to ensure that it meets the needs of the labour market and the country's economic agenda.

National Occupational Standards (NOS) are performance criteria that are matched with labour market demands. Each National Occupation Standard describes functions, performance standards, and knowledge/understanding for one important function or task. They combine skills, knowledge, and attitudes to describe best practice. They are useful tools for establishing job roles, personnel recruiting, supervision, and appraisal, as well as TET standards. They're also helpful for benchmarking and harmonizing 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 delivery across all public and private institutions.

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

In TET delivery, Tanzania 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. TET institutions will be required to benchmark their curricula with relevant occupational standards.

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 (TET).

The Occupation: Webcast Technician has its own set of occupational standards. 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 Occupational standards development process began with an examination of major documents that guide Tanzanian skill development. The *10-year National Skills Development Strategy (2016-2026)* was one of the documents reviewed, and it outlined six (6) economic sectors that should be prioritized when developing skills development programmes.

These sectors include: Transport and Logistics, Tourism and Hospitality, Agribusiness, Construction, Energy and ICT. 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 workshop comprised of expert workers and educators with substantial knowledge and experience in the occupation conducted an occupational analysis utilizing the DACUM approach to produce the occupational profile. The analysis resulted in DACUM Charts, which are attached as Appendix 1 to this document.

The occupational standards were then developed. Experts in Occupational Analysis and the Development of Occupational Standards facilitated the workshop. Interviews, online surveys, and a stakeholder forum were used to validate the occupational standards. Engineers, supervisory technicians on the job, and experienced Webcast Technicians were key informants in the survey to discover occupational trends. This information was used to gain insight from the workplaces regarding trends and changes in the profession, including how well graduates are prepared for working in the occupation. A total of online surveys were completed by experts from the labour market across the country. Apart from the survey aiding in defining the scope for the occupational analysis, they also served to engage a wide cross-section of experts in the occupation. Apart from this, the stakeholders' forum was attended by …….. participants from different parts of the country representing various companies.

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 fulfillment

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 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 4

OCCUPATION	WEBCAST TECHNICIAN	**OCCUPATION CODE**	
DUTY TITLE	OVERALL VIEW AND SELECTION OF WEBCAST PLATFORMS	**DUTY NO.**	401
TASK TITLE	SELECTION AND USE OF WEBCAST PLATFORMS	**TASK NO.**	4011
PERFORMANCE CRITERIA	The person performing this task must be proficient in the use of the chosen webcast platform		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any office space or meeting space. The tools and equipment to be used include: 1. Computers 2. Webcast software 3. Webcast platforms		

EVIDENCE REQUIREMENTS	
PRACTICAL PERFORMANCE	**UNDERPINNING KNOWLEDGE**
The person performing this task must be able to do the following: 1. Compare the style of different webcast platforms and the characteristics of their users before choosing an appropriate one depending on pros and cons such as the positioning of webcast, goods characteristics, target users, and budgets 2. Register on a leading webcast platform 3. Check the network signal and Open Broadcaster Software (OBS) and set up the sound card, microphone, camera and other audio and video equipment to ensure a smooth webcast as per the webcast requirements 4. Be able to learn about the rules applied by the platform. Comply with the webcast industry laws and regulations and platform rules. Comply with the industry's code of conduct	**Detailed knowledge about:** **1.0 Methods** The person performing this task must be able to explain how to: 1.1 Analyze a webcast platform 1.2 Choose a webcast platform 1.3 Register on a webcast platform 1.4 Operate on a webcast platform **2.0 Principles** The person performing this task must be able to explain the following principles: 2.1 Rules and requirements of a webcast platform 2.2 Basic requirements for webcast operations **3.0 Theories** The person performing this task must be able to explain the following: 3.1 How to give a warm-up for webcast 3.2 The functions of a webcast platform **4.0 Essential Skills** 4.1 Communication skills 4.2 Teamwork competence 4.3 Computer skills

DESCRIPTION ON THE END PRODUCTS / SERVICE:	Select an appropriate webcast platform according to the Technical Specification Manual and the Operation Manual and be able to operate it skillfully
CIRCUMSTANTIAL KNOWLEDGE:	**Detailed knowledge about:** 1. Internet access norms and cyber security 2. Laws and regulations of the webcast industry

OCCUPATION	WEBCAST TECHNICIAN	**OCCUPATION CODE**	
DUTY TITLE	OVERALL VIEW AND SELECTION OF WEBCAST PLATFORMS	**DUTY NO.**	401
TASK TITLE	SET UP AND OPERATE A BACKEND WEBCAST PANEL	**TASK NO.**	4012
PERFORMANCE CRITERIA	The person performing this task must be proficient in the use of a backend webcast panel and the settings		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any office space or meeting space. The tools and equipment to be used include: 1. Computers 2. Webcast software 3. Webcast platforms		

EVIDENCE REQUIREMENTS

PRACTICAL PERFORMANCE	UNDERPINNING KNOWLEDGE
The person performing this task must be able to do the following: 1. Apply and start a webcast account on an e-commerce platform. Fill in the personal homepage, title, cover and set up the account according to the operating rules of the backend webcast panel 2. Set up the user management and audit process of a webcast platform 3. Operate a backend webcast panel to expose the links to products for sale, webcast sales promotion, and the product information onscreen 4. Keep the real-name-based and registered information confidential	**Detailed knowledge about:** **1.0 Methods** The person performing this task must be able to explain how to: 1.1 Fill in a personal home page, title, and cover 1.2 Set up the user management of webcast 1.3 Expose the links to products for sale 1.4 Set up product information onscreen **2.0 Principles** The person performing this task must be able to explain the following principles: 2.1 Norms and requirements for the use of a webcast account 2.2 Basic requirements for backend webcast panel settings 2.3 Requirements for webcast privacy and security **3.0 Theories** The person performing this task must be able to explain the following: 3.1 Webcast platform management 3.2 Webcast backend management **4.0 Essential Skills** 4.1 Communication skills 4.2 Computer skills

DESCRIPTION ON THE END PRODUCTS / SERVICE:	Set up and operate a backend webcast panel skillfully according to the Technical Specification Manual and the Operation Manual
CIRCUMSTANTIAL KNOWLEDGE:	**Detailed knowledge about:** 1. Internet access norms and cyber security 2. Laws and regulations of the webcast industry 3. Operator and user manuals

OCCUPATION	WEBCAST TECHNICIAN	**OCCUPATION CODE**	
DUTY TITLE	OVERALL VIEW AND SELECTION OF WEBCAST PLATFORMS	**DUTY NO.**	401
TASK TITLE	SELECT PRODUCTS AND ENSURE QUALITY IN WEBCAST	**TASK NO.**	4013
PERFORMANCE CRITERIA	The person performing this task must be able to ensure the quality of the chosen products based on the product information		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any office space or meeting space. The tools and equipment to be used include: 1. Computers 2. Webcast software 3. Product selection tools 4. Data analysis software		

EVIDENCE REQUIREMENTS	
PRACTICAL PERFORMANCE	**UNDERPINNING KNOWLEDGE**
The person performing this task must be able to do the following: 1. Collect and summarize information for product selection 2. Evaluate and select a product to be sold in webcast 3. Determine the strategy of portfolio in webcast 4. Identify the type of a product sold in webcast into categories such as new product (category), attractive product (category), pop-up product (category), or profitable product (category) 5. Verify the qualification of a product and monitor the quality of the product at all stages 6. Be aware of the quality and safety of any products	**Detailed knowledge about:** **1.0 Methods** The person performing this task must be able to explain how to: 1.1 Select a product to be sold in webcast 1.2 Analyze a sample 1.3 Classify products **2.0 Principles** The person performing this task must be able to explain the following principles: 2.1 Classification of products to be sold in webcast 2.2 Webcast platform sales ban/restriction rules **3.0 Theories** The person performing this task must be able to explain the following: 3.1 Elements of webcast product selection 3.2 Analysis methods of product portfolio **4.0 Essential Skills** 4.1 Communication skills 4.2 Computer skills
DESCRIPTION ON THE END PRODUCTS / SERVICE:	Select products to be sold and ensure their quality on a webcast platform according to the Technical Specification Manual and the Operation Manual

CIRCUMSTANTIAL KNOWLEDGE:	**Detailed knowledge about:** 1. Internet access norms and cyber security 2. Laws and regulations of the webcast industry

OCCUPATION	WEBCAST TECHNICIAN	**OCCUPATION CODE**	
DUTY TITLE	OVERALL VIEW AND SELECTION OF WEBCAST PLATFORMS	**DUTY NO.**	401
TASK TITLE	ANALYZE RIVAL PRODUCTS FOR WEBCAST	**TASK NO.**	4014
PERFORMANCE CRITERIA	The person performing this task must be able to develop differentiated and competitive strategies based on the information of rival products		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any office space or meeting space. The tools and equipment to be used include: 1. Computers 2. Webcast platforms 3. Information sheet of rival products		

EVIDENCE REQUIREMENTS	
PRACTICAL PERFORMANCE	**UNDERPINNING KNOWLEDGE**
The person performing this task must be able to do the following: 1. Obtain information about webcast competitors and collect product information 2. Compare the price and function differences between a product and its rival products 3. Use backend webcast tools to collect information on webcast competitors and benchmark accounts in the same category for competitive analysis	**Detailed knowledge about:** **1.0 Methods** The person performing this task must be able to explain how to: 1.1 Collect information on rival products 1.2 Analyze the price and features of rival products 1.3 Use backend webcast tools **2.0 Principles** The person performing this task must be able to explain the following principles: 2.1 Rules for rival product information collection 2.2 Principles for peer competition **3.0 Theories** The person performing this task must be able to explain the following: 3.1 The analysis of rival products with backend webcast tools 3.2 Differentiated strategies for competition **4.0 Essential Skills** 4.1 Communication and teamwork skills 4.2 Computer skills
DESCRIPTION ON THE END PRODUCTS / SERVICE:	Develop differentiated strategies for competition according to the Technical Specification Manual

	and the Operation Manual
CIRCUMSTANTIAL KNOWLEDGE:	**Detailed knowledge about:** 1. Internet access norms and cyber security 2. Laws and regulations of the webcast industry

OCCUPATION	WEBCAST TECHNICIAN	**OCCUPATION CODE**	
DUTY TITLE	WEBCAST FOOTAGE PROCESSING	**DUTY NO.**	402
TASK TITLE	EXTRACT THE SELLING POINTS OF A PRODUCT SOLD IN WEBCAST	**TASK NO.**	4021
PERFORMANCE CRITERIA	The person performing this task must be able to extract the selling points of a product sold in webcast based on its positioning		
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. Computers 2. Word processing software		

EVIDENCE REQUIREMENTS	
PRACTICAL PERFORMANCE	**UNDERPINNING KNOWLEDGE**
The person performing this task must be able to do the following: 1. Extract the user profile-based interests that why consumers should buy a product 2. Find the mental and emotional contacts of consumers when they use a product 3. List the benefits or possible solutions for consumers using a product 4. Extract the core selling points of a product according to its detailed information and the FABE rule	**Detailed knowledge about:** **1.0 Methods** The person performing this task must be able to explain how to: 1.1 Extract the selling points of a product from the consumer's perspective 1.2 Extract selling points from a product design 1.3 Extract selling points from product attributes **2.0 Principles** The person performing this task must be able to explain the following principles: 2.1 FABE rule **3.0 Theories** The person performing this task must be able to explain the following: 3.1 Selling point extraction formula: product features + user scenarios = benefits and reasons for buying a product **4.0 Essential Skills** 4.1 Communication skills 4.2 Teamwork skills 4.3 Computer skills
DESCRIPTION ON THE END PRODUCTS / SERVICE:	Extract the core selling points of a product sold in webcast according to the Technical Specification Manual and the Operation Manual
CIRCUMSTANTIAL KNOWLEDGE:	**Detailed knowledge about:**

	1. Internet access norms and cyber security 2. Laws and regulations of the webcast industry 3. Operator and user manuals

OCCUPATION	WEBCAST TECHNICIAN	**OCCUPATION CODE**	
DUTY TITLE	WEBCAST FOOTAGE PROCESSING	**DUTY NO.**	402
TASK TITLE	WRITE WEBCAST SCRIPTS	**TASK NO.**	4022
PERFORMANCE CRITERIA	The person performing this task must be able to prepare a webcast script		
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. Computers 2. Word processing software		

EVIDENCE REQUIREMENTS

PRACTICAL PERFORMANCE	**UNDERPINNING KNOWLEDGE**
The person performing this task must be able to do the following: 1. Identify a product to be sold in webcast and its market positioning. Prepare script ingredients, draw up a script outline, design and complete script tactics in line with a theme 2. Define the purpose of a webcast, arranging an appropriate schedule, staffing, and process to start the webcast 3. A part of script design, prepare warm-up topics, as well as speech tactics for order promotion and resolution of common customer objections during webcast	**Detailed knowledge about:** **1.0 Methods** The person performing this task must be able to explain how to: 1.1 Write the core elements of a webcast script 1.2 Write the outline of a webcast script 1.3 Handle customer objections **2.0 Principles** The person performing this task must be able to explain the following principles: 2.1 Principles for writing webcast speech tactics **3.0 Theories** The person performing this task must be able to explain the following: 3.1 Roles of a webcast script 3.2 Designs of a webcast script 3.3 Speech tactics for handling customer objections **4.0 Essential Skills** 4.1 Communication skills 4.2 Teamwork skills 4.3 Computer skills
DESCRIPTION ON THE END PRODUCTS / SERVICE:	Prepare a webcast script according to the Technical Specification Manual and the Operation Manual
CIRCUMSTANTIAL KNOWLEDGE:	**Detailed knowledge about:** 1. Internet access norms and cyber security 2. Laws and regulations of the webcast industry 3. Operator and user manuals

OCCUPATION	WEBCAST TECHNICIAN	**OCCUPATION CODE**	
DUTY TITLE	WEBCAST FOOTAGE PROCESSING	**DUTY NO.**	402
TASK TITLE	PHOTOGRAPH A WEBCAST PRODUCT AND PROCESS THEM	**TASK NO.**	4023
PERFORMANCE CRITERIA	The person performing this task must be able to photograph a product sold in webcast and process them		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any studio or office space. The tools and equipment to be used include: 1. Computers 2. Webcast shooting equipment 3. Graphic image processing software (for example: Photoshop)		

EVIDENCE REQUIREMENTS

PRACTICAL PERFORMANCE	**UNDERPINNING KNOWLEDGE**
The person performing this task must be able to do the following: 1. Set up a DSLR camera correctly according to a shooting diagram and shooting tasks 2. Set up appropriate studio lighting 3. Use Photoshop for graphic manipulation and editing of images 4. Create a product rendering and add elements such as watermarks, borders, and copy to it 5. Photograph and create main images and detail pages that match the selling points of a product	**Detailed knowledge about:** **1.0 Methods** The person performing this task must be able to explain how to: 1.1 Photograph a product and still life under indoor lighting 1.2 Photograph a product and still life under outdoor lighting 1.3 Use Photoshop to process images 1.4 Create main product images and detail pages **2.0 Principles** The person performing this task must be able to explain the following principles: 2.1 Visual marketing principles for graphic image processing **3.0 Theories** The person performing this task must be able to explain the following: 3.1 Design specifications for main images and design points for detail pages **4.0 Essential Skills** 4.1 Teamwork skills 4.2 Computer skills 4.3 Communication skills
DESCRIPTION ON THE END PRODUCTS / SERVICE:	Photograph a product sold in webcast and process them according to the Technical Specification Manual and the Operation Manual

CIRCUMSTANTIAL KNOWLEDGE:	**Detailed knowledge about:** 1. Internet access norms and cyber security 2. Laws and regulations of the webcast industry 3. Operator and user manuals

OCCUPATION	WEBCAST TECHNICIAN	**OCCUPATION CODE**	
DUTY TITLE	WEBCAST FOOTAGE PROCESSING	**DUTY NO.**	402
TASK TITLE	GET THE STUDIO AND MATERIALS READY FOR WEBCAST	**TASK NO.**	4024
PERFORMANCE CRITERIA	The person performing this task must be able to get the offline webcast room or studio ready for webcast.		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any webcast room or office space. The tools and equipment to be used include: 1. Computers and smart phones 2. Webcast room / studio equipment 3. Webcast platforms		

EVIDENCE REQUIREMENTS

PRACTICAL PERFORMANCE	**UNDERPINNING KNOWLEDGE**
The person performing this task must be able to do the following: 1. Finish the construction of an offline webcast room / studio in a venue of different sizes according to webcast themes, product categories, and activity styles. Specifically, divide the venue into webcast area, goods preparation area, equipment placement area, etc., and decorate the webcast backdrop and adjust the environment lighting 2. Check the network signal and Open Broadcaster Software (OBS) and set up the sound card, microphone, camera and other audio and video equipment to ensure a smooth webcast as per the webcast requirements 3. Register on a leading webcast platform. Fill in the title, cover, personal home page, etc., and customize the online webcast room 4. Conform to the contents of webcast. Prepare a list of materials for the webcast. Communicate with the brands and guests according to the webcast contents and the	**Detailed knowledge about:** **1.0 Methods** The person performing this task must be able to explain how to: 1.1 Finish the construction of an offline webcast room / studio 1.2 Commissioning equipment in a webcast room / studio 1.3 Customize an online webcast room 1.4 Prepare a list of materials and collate them **2.0 Principles** The person performing this task must be able to explain the following principles: 2.1 Principles for webcast room / studio setup **3.0 Theories** The person performing this task must be able to explain the following: 3.1 Webcast footage classification 3.2 Webcast start-up process **4.0 Essential Skills** 4.1 Communication skills 4.2 Teamwork skills 4.3 Computer skills

requirements from them in order to prepare product samples and props for the webcast. Provide timely feedback and confirmation of issues encountered	
DESCRIPTION ON THE END PRODUCTS / SERVICE:	Get the studio ready for webcast according to the Technical Specification Manual and the Operation Manual
CIRCUMSTANTIAL KNOWLEDGE:	**Detailed knowledge about:** 1. Internet access norms and cyber security 2. Laws and regulations of the webcast industry 3. Operator and user manuals

OCCUPATION	WEBCAST TECHNICIAN	**OCCUPATION CODE**	
DUTY TITLE	WEBCAST FULFILLMENT	**DUTY NO.**	403
TASK TITLE	INTRODUCE A PRODUCT SOLD IN WEBCAST	**TASK NO.**	4031
PERFORMANCE CRITERIA	The person performing this task must be able to do accurate promotion of a product sold in webcast		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any webcast room. The tools and equipment to be used include: 1. Computers 2. Smart phones 3. Webcast software 4. Text processing software		

EVIDENCE REQUIREMENTS

PRACTICAL PERFORMANCE	**UNDERPINNING KNOWLEDGE**
The person performing this task must be able to do the following: 1. Create an atmosphere and pitch a product through compelling speech tactics based on the information and script for the product 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 by describing usage scenarios. Emphasize selling points and stimulate the demand. 4. Create a cost-effective product by leveraging a contrast of price anchors and promotional offers, leading to transactions	**Detailed knowledge about:** **1.0 Methods** The person performing this task must be able to explain how to: 1.1 Do a pitch for a product sold in webcast 1.1 Show a product sold in webcast **2.0 Principles** The person performing this task must be able to explain the following principles: 2.1 FABE rule 2.2 The four-step method for webcast marketing : demand steering, product introduction, trust gaining, and deal making **3.0 Theories** The person performing this task must be able to explain the following: 3.1 Theory of demand 3.2 The "three points" of consumer psychology, i.e., pain point, itchy point and exciting point **4.0 Essential Skills** 4.1 Communication skills 4.2 Computer skills
DESCRIPTION ON THE END PRODUCTS / SERVICE:	Recommend a product sold in a webcast room according to the Technical Specification Manual and the Operation Manual

CIRCUMSTANTIAL KNOWLEDGE:	**Detailed knowledge about:** 1. Internet access norms and cyber security 2. Laws and regulations of the webcast industry 3. Operator and user manuals

OCCUPATION	WEBCAST TECHNICIAN	**OCCUPATION CODE**	
DUTY TITLE	WEBCAST FULFILLMENT	**DUTY NO.**	403
TASK TITLE	INTRODUCE A PRODUCT SOLD IN WEBCAST	**TASK NO.**	4032
PERFORMANCE CRITERIA	The person performing this task must be able to interact with followers, well-organize a webcast room and instruct viewers to place orders direct customers to place orders		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any webcast room. The tools and equipment to be used include: 1. Video camera, headphone, microphone; 2. Computer; 3. Mobile phone and phone holder; 4. Webcast software.		

EVIDENCE REQUIREMENTS	
PRACTICAL PERFORMANCE	**UNDERPINNING KNOWLEDGE**
The person performing this task must be able to do the following: 1. Leverage interaction to enhance follower activity in the webcast room according to the webcast scheme 2. Answer followers' questions about the products in the webcast room in a timely manner based on the product information 3. Assist the webcaster to respond, handle negative comments, and maintain the order in the comments section according to feedback from the comments section in the webcast room	**Detailed knowledge about:** **1.0 Methods** The person performing this task must be able to explain how to: 1.1 Enhance follower activity in the webcast room; 1.2 Set comment filter in the webcast room; 1.3 Maintain the order in the comments section; **2.0 Principles** The person performing this task must be able to explain the following principles: 2.1 Definition criteria for negative comments; 2.2 Legal norms related to webcast. **3.0 Theories** The person performing this task must be able to explain the following: 3.1 Methods for emotion management in the webcast room. **4.0 Essential Skills** 4.1 Communication skills 4.2 Computer skills
DESCRIPTION ON THE END PRODUCTS / SERVICE:	Engage in interaction in the webcast room and direct customers to place orders according to the Technical Specification Manual and the Operation Manual
CIRCUMSTANTIAL	**Detailed knowledge about:**

KNOWLEDGE:	1. Internet access norms and cyber security 2. Laws and regulations of the webcast industry 3. Operator and user manuals

OCCUPATION	WEBCAST TECHNICIAN	**OCCUPATION CODE**	
DUTY TITLE	WEBCAST FULFILLMENT	**DUTY NO.**	403
TASK TITLE	Order processing and customer maintenance of webcast	**TASK NO.**	4033
PERFORMANCE CRITERIA	The person performing this task must be able to complete order processing and customer after-sales service in the webcast room		
RANGE STATEMENT	The task can be performed in the webcast room or office area under the supervision of senior webcast technicians. The tools and equipment to be used include: 1. Video camera, headphone, microphone; 2. Computer; 3. Mobile phone and phone holder; 4. Webcast software and shopping platform software.		

EVIDENCE REQUIREMENTS	
PRACTICAL PERFORMANCE	**UNDERPINNING KNOWLEDGE**
The person performing this task must be able to do the following: 1. Sort out order data and arrange delivery reasonably within the specified time, based on the sales situation of webcast; 2. According to customer service principles, promptly and effectively handle issues such as returns and exchanges, neutral/negative feedback, and complaints for webcast orders; 3. Implement discount for commodities, prize distribution or free-of-charge benefits after customers confirm receipt of the goods; 4. Sort out and summarize webcast related issues and order tracking issues, and provide timely feedback to the webcaster or operators, based on the overall situation of webcast; 5. Track order status, conduct customer follow-up and maintain good customer relationships.	**Detailed knowledge about:** **1.0 Methods** The person performing this task must be able to explain how to: 1.1 Reasonably arrange order delivery; 1.2 Handle random issues; 1.3 Conduct sales management of products promoted by webcast; 1.4 Conduct customer after-sales follow-up; **2.0 Principles** The person performing this task must be able to explain the following principles: 2.1 Customer-centric service principle; **3.0 Theories** The person performing this task must be able to explain the following: 3.1 Theories on customer satisfaction; 3.2 Theories on customer loyalty; **4.0 Essential Skills** 4.1 Online communication and expression skills; 4.2 Ability to discover and solve issues; 4.3 Computer skills.
DESCRIPTION ON THE END PRODUCTS / SERVICE:	Complete order processing and customer after-sales service according to the Technical Specification Manual and the Operation Manual

CIRCUMSTANTIAL KNOWLEDGE:	**Detailed knowledge about:** 1. Internet access norms and cyber security 2. Laws and regulations of the webcast industry 3. Operator and user manuals

OCCUPATION	WEBCAST TECHNICIAN	**OCCUPATION CODE**	
DUTY TITLE	WEBCAST FULFILLMENT	**DUTY NO.**	403
TASK TITLE	Webcast data acquisition and preliminary analysis	**TASK NO.**	4034
PERFORMANCE CRITERIA	The person performing this task must be able to conduct preliminary collection and analysis of webcast data		
RANGE STATEMENT	The task can be performed in the webcast room or office area under the supervision of senior webcast technicians. The tools and equipment to be used include: 1. Computers 2. Smart phones 3. Webcast software 4. Back-end data of shopping software		

EVIDENCE REQUIREMENTS	
PRACTICAL PERFORMANCE	**UNDERPINNING KNOWLEDGE**
The person performing this task must be able to do the following: 1. Collect data on the number of viewers, number of views, and per capita view duration of webcast, and preliminarily analyze the content attractiveness of webcast 2. Analyze webcast user activity based on data such as followers, likes and comments 3. Analyze the conversion effect of webcast based on data such as product views, number of customers, order volume, sales revenue, etc.	**Detailed knowledge about:** **1.0 Methods** The person performing this task must be able to explain how to: 1.1 Conduct descriptive statistics; 1.2 Make comparative, year-on-year and month-on-month analysis; 1.3 Conduct cross and packet analysis. **2.0 Principles** The person performing this task must be able to explain the following principles: 2.1 Basic process of webcast data analysis; 2.2 Evaluation indicators for webcast effectiveness. **3.0 Theories** The person performing this task must be able to explain the following: 3.1 Review and improvement of popularity indicators; 3.2 Review and improvement of interactive indicators. **4.0 Essential Skills** 4.1 Data management and analysis skills; 4.2 Computer skills 4.3 Teamwork skills.
DESCRIPTION ON THE END PRODUCTS / SERVICE:	Complete preliminary collection and analysis of webcast data according to the Technical Specification Manual and the Operation Manual

CIRCUMSTANTIAL KNOWLEDGE:	**Detailed knowledge about:** 1. Internet access norms and cyber security 2. Laws and regulations of the webcast industry 3. Operator and user manuals

OCCUPATION	WEBCAST TECHNICIAN	**OCCUPATION CODE**	
DUTY TITLE	Short video capture and processing	**DUTY NO.**	404
TASK TITLE	Short video content and script production	**TASK NO.**	4041
PERFORMANCE CRITERIA	The person performing this task must be able to create auxiliary short video content and scripts as per the activity theme and target audience		
RANGE STATEMENT	The task can be performed in the studio or office area under the supervision of senior webcast technicians. The tools and equipment to be used include: 1. Computer 2. Mobile phone 3. Word processing software		

EVIDENCE REQUIREMENTS	
PRACTICAL PERFORMANCE	**UNDERPINNING KNOWLEDGE**
The person performing this task must be able to do the following: 1. Develop a short video content planning framework based on the methods of creating short video content, the principles of topic selection, the creative methods of short video content, and the structural design steps of short videos; 2. Capture current hot topics in a timely manner and be able to assist the short video production team in developing topic selection plans, with their own opinions on short video content planning based on brand and product; 3. Write a short video shooting outline based on the topic selection, storyline, characters and themes, and short video elements; 4. Add details to the short video shooting outline, enrich and improve the literary script; 5. Draft the short video script based on the main framework of the short video, theme positioning, character setting, scene setting, story clues, tone and music application, as well as use of camera shots, combined with the content planning, shooting outline, and literary script of the short video.	**Detailed knowledge about:** **1.0 Methods** The person performing this task must be able to explain how to: 1.1 Develop tasks and plans; 1.2 Finalize the short video shooting outline; 1.3 Improve literary scripts; 1.4 Draft the short video script. **2.0 Principles** The person performing this task must be able to explain the following principles: 2.1 Basic principles of short video topic selection 2.4 A framework for writing short video scripts **3.0 Theories** The person performing this task must be able to explain the following: 3.1 Approaches to creating short video content 3.2 The production process of short video content planning 3.3 Methods for writing short video scripts **4.0 Essential Skills** 4.1 Communication skills; 4.2 Teamwork skills; 4.3 Computer skills
DESCRIPTION ON THE END PRODUCTS / SERVICE:	Photograph a product sold in webcast and process them according to the Technical Specification Manual and the Operation Manual

CIRCUMSTANTIAL KNOWLEDGE:	**Detailed knowledge about:** 1. Internet access norms and cyber security 2. Operator and user manuals

OCCUPATION	WEBCAST TECHNICIAN	**OCCUPATION CODE**	
DUTY TITLE	Short video capture and processing	**DUTY NO.**	404
TASK TITLE	Short video capture and production	**TASK NO.**	4042
PERFORMANCE CRITERIA	The person performing this task must be able to complete short videos as per the activity theme and target audience Task of collection and preliminary editing production		
RANGE STATEMENT	The task can be performed in the studio or office area under the supervision of senior webcast technicians. The tools and equipment to be used include: 1. Computer and mobile phone 2. Short video shooting tool 3. Short video editing software		

EVIDENCE REQUIREMENTS

PRACTICAL PERFORMANCE	**UNDERPINNING KNOWLEDGE**
The person performing this task must be able to do the following: 1. Prepare shooting equipment, lighting equipment, studio, short video editing software, and others based on the purpose and investment of short video shooting, and be able to use relevant equipment properly; 2. According to the requirements of the short video script, use scenes 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; 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 process of post editing; 4. Add background music, picture-in-picture videos, subtitles and special effects, adjust color grading, and create split screen effects for short videos on both mobile and PC devices; 5. Classify and save videos with the file format of streaming media; 6. Have good sense of aesthetic, and abide by laws and regulations, as well as copyright of video/music materials.	**Detailed knowledge about:** **1.0 Methods** The person performing this task must be able to explain how to: 1.1 Edit the transition of short videos; 1.2 Assist in shooting short videos; 1.3 Finalize preliminary editing of short videos; **2.0 Principles** The person performing this task must be able to explain the following principles: 2.1 Basic process of short video post editing; 2.2 Principles for short video montage; **3.0 Theories** The person performing this task must be able to explain the following: 3.1 Common short video shooting and ancillary equipment; 3.2 Shooting scenes, shooting angles, frame composition, lighting application, etc. of short videos; 3.3 Common transition methods for short video creation; 3.4 Usage of common short video editing tools. **4.0 Essential Skills** 4.1 Teamwork skills 4.2 Computer skills

DESCRIPTION ON THE END PRODUCTS / SERVICE:	Photograph a product sold in webcast and process them according to the Technical Specification Manual and the Operation Manual
CIRCUMSTANTIAL KNOWLEDGE:	**Detailed knowledge about:** 1. Internet access norms and cyber security 2. Operator and user manuals

OCCUPATION	WEBCAST TECHNICIAN	**OCCUPATION CODE**	
DUTY TITLE	Short video capture and processing	**DUTY NO.**	404
TASK TITLE	Daily operation of short videos	**TASK NO.**	4043
PERFORMANCE CRITERIA	The person performing this task must be able to assist in completing the daily operation of short videos based on the company's positioning		
RANGE STATEMENT	The task can be performed in the studio or office area under the supervision of senior webcast technicians. The tools and equipment to be used include: 1. Computer; 2. Mobile phone; 3. Short video platform		

EVIDENCE REQUIREMENTS

PRACTICAL PERFORMANCE	UNDERPINNING KNOWLEDGE
The person performing this task must be able to do the following: 1. According to the enterprise account operation plan, improve the homepage information of the enterprise account, and complete the maintenance and update of the enterprise account information 2. Preliminarily draft the title, write the first draft of the copy, and set the cover of the short video, based on the optimized content before the release of the short video; 3. According to the connection scheme of short video follower, maintain a stable update frequency for short videos, guide followers to give a like and comment, and actively reply to follower comments; 4. Utilize platform features for free promotion and viewer attraction, and be able to insert relevant topic tags into the titles of short videos for promotion through "@+account", direct messages, etc.	**Detailed knowledge about:** **1.0 Methods** The person performing this task must be able to explain how to: 1.1 Maintain and update enterprise account information; 1.2 Guide followers to give a like and comment; 1.3 Attract viewers; **2.0 Principles** The person performing this task must be able to explain the following principles: 2.1 Enterprise account operation planning; 2.2 Principles for routine maintenance of short video account; **3.0 Theories** The person performing this task must be able to explain the following: 3.1 Homepage information and methods for maintaining and updating information of enterprise account; 3.2 Design methods for short video titles, copywriting, and covers; 3.3 Methods for short video promotion and viewer attraction on the platform; **4.0 Essential Skills** 4.1 Communication skills 4.2 Customer management skills; 4.3 Teamwork skills; 4.4 Computer operation skills;

DESCRIPTION ON THE END PRODUCTS / SERVICE:	Photograph a product sold in webcast and process them according to the Technical Specification Manual and the Operation Manual
CIRCUMSTANTIAL KNOWLEDGE:	**Detailed knowledge about:** 1. Internet access norms and cyber security 2. Operator and user manuals

Table 1: DACUM chart of webcast technicians - NTA 4

<table>
<tr><th>DUTY TITLE</th><th>TASKS</th><th>ENABLERS</th></tr>
<tr><td rowspan="4">1.0 Webcast platform and product selection</td><td>1.1 Selection and use of webcast platforms.</td><td rowspan="4">General skills and knowledge
• Cooperate with others through communication skills and report to the superiors;
• Product Operation Manual;
• Selection and operation skills of webcast platforms;
• Underpinning knowledge of webcast scripts;
• Knowledge of product selection for webcast;
• Knowledge of competitor analysis for webcast

Tools and equipment
1. Computer
2. Webcast platform
3. Webcast software
4. Product selection tool
5. Chart of rival product information
6. Data analysis software

Materials
• Samples of webcast products
• Samples of competitors
• Get the studio and materials ready for webcast

Requirements for employees
Abide by industry codes of conduct and possess awareness of rules and cooperation, teamwork spirit, integrity, communication skills, as well as safety consciousness</td></tr>
<tr><td>1.2 Webcast back-end operations and settings.</td></tr>
<tr><td>1.3 Selection of webcast products and quality control.</td></tr>
<tr><td>1.4 Analysis of webcast rival products.</td></tr>
<tr><td>2.0 Webcast footage processing</td><td>2.1 Selling point extraction of webcast products.</td><td>General skills and knowledge
• Cooperate with others through communication skills and report to the superiors
• Product Operation Manual
• Skills and knowledge of selling</td></tr>
</table>

DUTY TITLE	TASKS	ENABLERS
	2.2 Webcast script writing. 2.3 Shooting and processing of webcast product images. 2.4 Get the studio and materials ready for webcast.	point extraction • Underpinning knowledge of webcast scripts • Webcast product shooting skills • Drawing and image processing skills and knowledge **Tools and equipment** 1. Computer and internet 2. Word processing software 3. Drawing and image processing software 4. Webcast shooting devices 5. Webcast room / studio equipment 6. Webcast platform **Materials** • Samples of webcast products • Get the studio and materials ready for webcast **Requirements for employees** Abide by industry codes of conduct and possess awareness of rules and cooperation, teamwork spirit, integrity, communication skills, as well as safety consciousness
3.0 Webcast presentation;	3.1 Introduction to webcast products. 3.2 Follower interaction in webcast room, red envelope distribution, and guidance for placing orders.	**General skills and knowledge** • Cooperate with others through communication skills and report to the superiors • Product Operation Manual • Skill of introducing webcast products • Webcast interaction skills and knowledge • Webcast order processing skills and knowledge • Customer service management knowledge • Knowledge of data acquisition; • Skill of preliminary data

DUTY TITLE	TASKS	ENABLERS
	3.3 Webcast order processing and customer maintenance.	analysis **Tools and equipment** 1. Computer 2. Mobile phone and phone holder 3. Word processing software 4. Drawing and image processing software 5. Webcast shooting equipment 6. Webcast room / studio equipment 7. Webcast software 8. Back-end data of shopping software **Materials** • Samples of webcast products • Get the studio and materials ready for webcast **Requirements for employees** Abide by industry codes of conduct and possess awareness of rules and cooperation, teamwork spirit, integrity, communication skills, as well as safety consciousness
	3.4 Webcast data acquisition and preliminary analysis.	
4.0 Short video capture and processing	4.1 Short video content and script production.	**General skills and knowledge** • Cooperate with others through communication skills and report to the superiors • Product Operation Manual • Knowledge of short video content production • Underpinning knowledge of short video scripts • Skill of short video capture • Video editing processing skills and knowledge • Knowledge of short video daily operation
	4.2 Short video capture and production.	

DUTY TITLE	TASKS	ENABLERS
	4.3 Daily operation of short videos.	**Tools and equipment** 1. Computer and internet 2. Word processing software 3. Drawing and image processing software 4. Webcast shooting devices 5. Webcast room / studio equipment 6. Short video editing software 7. Short video shooting tool 8. Short video platform **Materials** • Samples of short video products • Get the studio and materials ready for a short video **Requirements for employees** Abide by industry codes of conduct and possess awareness of rules and cooperation, teamwork spirit, integrity, communication skills, as well as safety consciousness