NATIONAL COUNCIL FOR TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING
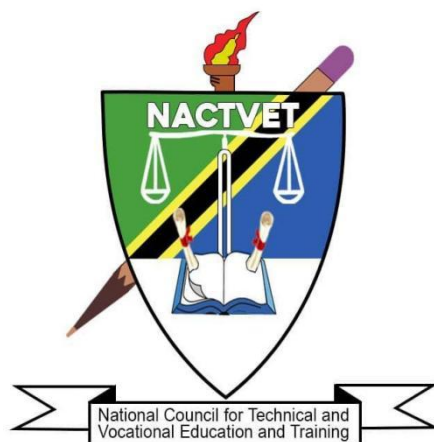

MARCH 2023

PROPOSED OCCUPATIONAL STANDARDS

OCCUPATION: WEBCAST TECHNICIAN

LEVEL: NTA 6

TABLE OF CONTENT

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. (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. 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. The engineers, technicians responsible for on-the-job supervision, 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. XX online surveys in total completed by national labor market experts. 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, occupational standards are not meant to replace individual work instructions. Instead, they are to be used for coaching in defining skill levels and knowledge for a technician in specific settings or positions. A Webcast Technician may perform tasks in a number of key areas of the occupational

standards, but not necessarily in all areas. For example, in medium and large webcast events, other individuals may be employed or designated to perform specific tasks.

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

a) Overall view and selection of webcast platforms

b) Webcast footage processing

c) 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 production and distribution

i) Webcast operations

j) Content operations

k) Platform operations

l) Account operations

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

4.0. VALIDITY PERIOD

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

5.0. OCCUPATIONAL STANDARDS

5.1. OCCUPATIONAL STANDARDS FOR WEBCAST TECHNICIAN – NTA 6

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Webcast operation	**DUTY NO.**	601
TASK TITLE	Product selection library building	**TASK NO.**	6011
PERFORMANCE CRITERIA	The person performing this task must be able to build a library on the basis of webcast selection in an effective way.		
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. Spreadsheet 3. Presentation software		

EVIDENCE REQUIREMENTS	
PRACTICAL PERFORMANCE	**UNDERPINNING KNOWLEDGE**
The person performing this task must be able to do the following: 1. Sort out the product-building procedure of the selection library 2. Formulate warehousing standards and specifications for commodities in the library 3. Maintain the product selection library and adjust the commodities in time 4. Build a database of webcast product information	**Detailed knowledge about:** **1.0 Methods** **The person performing this task must be able to explain how to:** 1.1 Select the commodities to be stored in the library 1.2 Build a product information database 1.3 Maintain and adjust commodities in the library **2.0 Principles** **The person performing this task must be able to explain the following principles:** 2.1 Building procedure of the product selection library 2.2 Warehousing standards for the product selection library **3.0 Theories** **The person performing this task must be able to explain the following:** 3.1 Product selection and procurement knowledge 3.2 Product management knowledge of the library **4.0 Essential Skills** 4.1 Communication skills 4.2 Text writing skills 4.3 Teamwork skills. 4.4 Logical analysis skills

DESCRIPTION ON THE END PRODUCTS / SERVICE:	Complete the building of the product library on the basis of webcast selection
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 4. *Operation Manual* of the platform

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Webcast operation	**DUTY NO.**	601
TASK TITLE	Communicate with high-quality webcast influencers	**TASK NO.**	6012
PERFORMANCE CRITERIA	The person performing this task must be able to select and manage high-quality webcast influencers in an effective way.		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any office space or negotiation area. The tools and equipment to be used include: 1. Computers 2. Text processing software 3. Presentation software		

<div align="center">

EVIDENCE REQUIREMENTS

</div>

PRACTICAL PERFORMANCE	UNDERPINNING KNOWLEDGE
The person performing this task must be able to do the following: 1. Optimize the selection criteria of high-quality influencers and improve their evaluation system 2. Communicate with the selected high-quality influencers and clarify the specific details of webcast cooperation 3. Design the growth path of the influencers and formulate their marketing strategies 4. Complete the image packaging, management schemes and incentive policies of the high-quality influencers	**Detailed knowledge about:** **1.0 Methods** **The person performing this task must be able to explain how to:** 1.1 Improve the evaluation system of high-quality influencers 1.2 Confirm the details of webcast cooperation with influencers 1.3 Planning the growth path of high-quality influencers 1.4 Complete the image packaging of high-quality influencers **2.0 Principles** **The person performing this task must be able to explain the following principles:** 2.1 Selection criteria for high-quality influencers 2.2 Management and Incentive requirements for high-quality influencers **3.0 Theories** **The person performing this task must be able to explain the following:** 3.1 Marketing management strategy 3.2 Evaluation model of the high-quality influencers **4.0 Essential Skills** 4.1 Communication management skills 4.2 Teamwork skills

	4.3 Report writing skills
DESCRIPTION ON THE END PRODUCTS / SERVICE:	Formulate the management scheme and incentive policy for the high-quality influencer
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 4. *Operation Manual* of the platform

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Webcast operation	**DUTY NO.**	601
TASK TITLE	Webcast business negotiation	**TASK NO.**	6013
PERFORMANCE CRITERIA	The person performing this task must be able to negotiate with business development objects on cooperation matters in the webcast and clarify the final contents and methods.		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any office space or business negotiation area. The tools and equipment to be used include: 1. Computers 2. Text processing software 3. Presentation software		

<table>
<tr><td colspan="2" align="center">EVIDENCE REQUIREMENTS</td></tr>
<tr><td align="center">PRACTICAL PERFORMANCE</td><td align="center">UNDERPINNING KNOWLEDGE</td></tr>
<tr><td>

The person performing this task must be able to do the following:

1. Establish and adjust the business negotiation team, and coordinate the division of labor among team members
2. Formulate and adjust business negotiation strategies in a timely manner
3. Conduct overall management and control of the negotiation process
4. Negotiate with influencers/webcasters, institutions, suppliers and brands on specific cooperation matters
5. Review the business negotiation and optimize its contents and methods, and so forth

</td><td>

Detailed knowledge about:

1.0 Methods

The person performing this task must be able to explain how to:

1.1 Establish a business negotiation team

1.2 Develop a business negotiation strategy

1.3 Conduct overall management of the business negotiation process

1.4 Review the whole process of business negotiation

2.0 Principles

The person performing this task must be able to explain the following principles:

2.1 Principle of equality, mutual benefit, integrity and trustworthiness in business negotiation

2.2 Value maximization principle in the business negotiation

3.0 Theories

The person performing this task must be able to explain the following:

3.1 Price bargaining method in the business negotiation

3.2 Mode and evaluation of the business negotiation

4.0 Essential Skills

4.1 Business negotiation skills

</td></tr>
</table>

	4.2 Communication management skills
	4.3 Teamwork skills.
	4.4 Report writing skills
DESCRIPTION ON THE END PRODUCTS / SERVICE:	Prepare a scheme for negotiating details of webcast cooperation with business development objects
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
	4. *Operation Manual* of the platform
	5. Laws and regulations related to commodity quality

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Webcast operation	**DUTY NO.**	601
TASK TITLE	Quality control of webcast commodities	**TASK NO.**	6014
PERFORMANCE CRITERIA	The person performing this task must be able to assess and manage the quality of webcast commodities.		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any office space or webcast rooms. The tools and equipment to be used include: 1. Computers 2. Text processing software 3. Presentation software		

EVIDENCE REQUIREMENTS

PRACTICAL PERFORMANCE	UNDERPINNING KNOWLEDGE
The person performing this task must be able to do the following: 1. Sort out the quality management procedures of webcast commodities and formulate standard requirements for controlling the product quality in each link 2. Check the qualification certificates of webcast commodities, manage the purchase, sale and storage of webcast commodities in a timely manner, and control the quality of commodities in the library and sales throughout the process 3. Conduct product trials and quality assessments on the loaded samples provided by suppliers 4. Establish a quality control mechanism and a complete crisis plan for the product, and control the quality risks.	**Detailed knowledge about:** **1.0 Methods** **The person performing this task must be able to explain how to:** 1.1 Assess the quality of webcast commodities 1.2 Control the quality of webcast commodities in warehousing and sales 1.3 Formulate the commodity quality crisis plan in the webcast room **2.0 Principles** **The person performing this task must be able to explain the following principles:** 2.1 Commodity quality management procedures in the webcast room 2.2 Standards and rules for webcast platforms 2.3 Commodity quality management standards in the webcast room **3.0 Theories** **The person performing this task must be able to explain the following:** 3.1 Commodity quality control mechanism in the webcast room **4.0 Essential Skills** 4.1 Communication management skills 4.2 Report writing skills 4.3 Procedure management skills 4.4 Legal awareness of commodity quality

DESCRIPTION ON THE END PRODUCTS / SERVICE:	Prepare the quality assessment, management and crisis prevention plans for the webcast commodities
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 4. *Operation Manual* of the platform

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Content operation	**DUTY NO.**	602
TASK TITLE	Webcast content model building	**TASK NO.**	6021
PERFORMANCE CRITERIA	The person performing this task must be familiar with the model in webcast content operation and model building.		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any webcast platform. The tools and equipment to be used include: 1. Computers 2. Webcast platform and software		

<div align="center">

EVIDENCE REQUIREMENTS

</div>

PRACTICAL PERFORMANCE	UNDERPINNING KNOWLEDGE
The person performing this task must be able to do the following: 1. Build a webcast server 2. Solve the problem of watching webcast 3. Acquire audio and video data 4. Parse, encode and decode video streams at the up-streaming end 5. Build efficient and available webcast room system messages 6. Build, update and optimize the webcast hardware equipment 7. Update, optimize and upgrade the effect presentation equipment such as on-site lighting 8. Upgrade the overall webcast scenario space	**Detailed knowledge about:** **1.0 Methods** **The person performing this task must be able to explain how to:** 1.1 Audio and video acquisition 1.2 Use of beauty filters 1.3 Identify the source of up-streaming 1.4 Adjust the bit rate according to the webcast content 1.5 Use the webcast tools 1.6 Build, update and optimize webcast hardware equipment 1.7 Be familiar with the decoration style of the webcast room **2.0 Principles** **The person performing this task must be able to explain the following principles:** 2.1 Principle of the up-streaming 2.2 Building principle of webcast room **3.0 Theories** **The person performing this task must be able to explain the following:** 3.1 Principle and basis for selecting the correct webcast server 3.2 Types of webcast room 3.3 Control of overall webcast scenario space **4.0 Essential Skills**

	4.1 Team communication skills
	4.2 Cooperation skills;
DESCRIPTION ON THE END PRODUCTS / SERVICE	Build a webcast model
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
	4. Operation Manual of the platform

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Content operation	DUTY NO.	602
TASK TITLE	Screening of webcast content operation and marketing channels	TASK NO.	6022
PERFORMANCE CRITERIA	The person performing this task must be able to be familiar with the characteristics and advantages of the webcast marketing channels, and acquire the competence to match products with different platforms.		
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. Webcast platform and software		

EVIDENCE REQUIREMENTS	
PRACTICAL PERFORMANCE	**UNDERPINNING KNOWLEDGE**
The person performing this task must be able to do the following:	**Detailed knowledge about:**
1. Select appropriate marketing channels according to the products	**1.0 Methods**
2. Set the objective group, per customer transaction, lifestyle, information acquisition and decision-making mode of the objective group according to the positioning of the brand	**The person performing this task must be able to explain how to:**
3. Set different customer group structures according to different public traffic platforms	1.1 Select webcast marketing channels
4. Select the appropriate mode according to different channel properties and rules	1.2 Determine the objective audience
5. Use tools to conduct data analysis of each platform and channel	1.3 Set results for different customer groups
6. Set different customer group structures according to private traffic platforms	1.4 Use tools to conduct data analysis
	2.0 Principles
	The person performing this task must be able to explain the following principles:
	2.1 Rules for different channels and platforms
	2.2 Principle of selecting marketing channels based on different models
	3.0 Theories
	The person performing this task must be able to explain the following:
	3.1 Basis for selecting appropriate webcast marketing channels
	3.2 Basis for selecting product marketing channels
	4.0 Essential Skills
	4.1 Communication skills
	4.2 Innovation competence
	4.3 Teamwork skills

DESCRIPTION ON THE END PRODUCTS / SERVICE	Select appropriate webcast marketing channels according to different groups of people
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 4. *Operation Manual* of the platform

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Content operation	DUTY NO.	602
TASK TITLE	Formulate the marketing strategies for webcast content	TASK NO.	6023
PERFORMANCE CRITERIA	The person performing this task must be able to develop a webcast strategy, and analyze and optimize the webcast data.		
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. Webcast platform and software		

<div align="center">

EVIDENCE REQUIREMENTS

</div>

PRACTICAL PERFORMANCE	UNDERPINNING KNOWLEDGE
The person performing this task must be able to do the following: 1. Determine the goal and scheme of webcast traffic diversion 2. Set marketing plans and webcast objectives 3. Design activities including seckill, price-break discounts, blessing bags and lotteries 4. Analyze webcast data and organize a review 5. Develop optimization schemes 6. Promote follow-up follower operation	**Detailed knowledge about:** **1.0 Methods** **The person performing this task must be able to explain how to:** 1.1 Set the marketing plan and specific objectives of the webcast scheme 1.2 Determine various activities in the webcast according to the scheme 1.3 Use tools to analyze and review the webcast data 1.4 Develop webcast optimization strategies based on data analysis **2.0 Principles** **The person performing this task must be able to explain the following principles:** 2.1 Principle of setting marketing plans and objectives 2.2 Principle of formulating webcast marketing optimization scheme **3.0 Theories** **The person performing this task must be able to explain the following:** 3.1 Strategies for webcast data analysis 3.2 Strategies for webcast optimization scheme development **4.0 Essential Skills** 4.1 Communication skills 4.2 Teamwork skills

DESCRIPTION ON THE END PRODUCTS / SERVICE	Scheme for formulating and optimizing the webcast strategy
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 4. *Operation Manual* of the platform

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Platform operation	**DUTY NO.**	603
TASK TITLE	Formulate webcast operation objectives	**TASK NO.**	6031
PERFORMANCE CRITERIA	The person performing this task must be able to make clear the objectives of webcast operations and proficient in developing objective plans		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any webcast room or office area. The tools and equipment to be used include: 1. Computers or smartphones 2. Webcast platform and software		

<table>
<tr><td colspan="2" align="center">EVIDENCE REQUIREMENTS</td></tr>
<tr><td align="center">PRACTICAL PERFORMANCE</td><td align="center">UNDERPINNING KNOWLEDGE</td></tr>
<tr>
<td>

The person performing this task must be able to do the following:

1. Formulate long-term and short-term goals for webcast operation, and clarify the theme and direction of webcast
2. Make clear the duration and frequency of webcast, and formulate a goal-realization scheme
3. Formulate the platform webcast traffic objective and sales objective scheme, and check contents including GMV, ROI, conversion funnel, per customer transaction and crowd portrait from time to time.
4. Adjust the pace of product webcast promotion according to online sales
5. Arrange site, personnel and equipment allocation in advance.

</td>
<td>

Detailed knowledge about:

1.0 Methods

The person performing this task must be able to explain how to:

1.1 Control the duration and frequency of webcast

1.2 Analyze the platform webcast traffic and sales objective

1.3 Pace of product webcast promotion

2.0 Principles

The person performing this task must be able to explain the following principles:

2.1 Formulate the webcast objectives

2.2 Arrange the operating resources

2.3 Objective operation indicators

2.4 Standard of the objective management

3.0 Theories

The person performing this task must be able to explain the following:

3.1 Resource allocation design

4.0 Essential Skills

4.1 Cooperation skills

4.2 Communication and coordination skills

</td>
</tr>
<tr>
<td>

DESCRIPTION ON THE END PRODUCTS / SERVICE:

</td>
<td>

Implement webcast objective setting according to the principle of webcast

</td>
</tr>
<tr>
<td>

CIRCUMSTANTIAL KNOWLEDGE:

</td>
<td>

Detailed knowledge about:

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

</td>
</tr>
</table>

	4. Operation Manual of the platform

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Platform operation	**DUTY NO.**	603
TASK TITLE	Formulate the promotion strategy for the webcast operation	**TASK NO.**	6032
PERFORMANCE CRITERIA	The person performing this task must be able to master the operation, promotion and strategy formulation of the webcast accounts		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any webcast room or office area. The tools and equipment to be used include: 1. Computers or smartphones 2. Network connection 3. Webcast platform and software		

<table>
<tr><td colspan="2" align="center">EVIDENCE REQUIREMENTS</td></tr>
<tr><td align="center">PRACTICAL PERFORMANCE</td><td align="center">UNDERPINNING KNOWLEDGE</td></tr>
<tr><td>

The person performing this task must be able to do the following:

1. Know about the empathy tendency of KOL and KOC to improve commodity CTR
2. Conduct refined operations for bestsellers, and improve the accuracy of webcast traffic based on user demands
3. Operate the webcast bestsellers to enhance user stickiness and improve product repurchase rate
4. Competence to achieve deep binding between users and traffic by means of blockchain technology
5. Establish an internet operation mindset and formulate effective marketing promotion strategies and schemes.

</td><td>

Detailed knowledge about:

1.0 Methods

The person performing this task must be able to explain how to:

1.1 Develop a webcast warm-up and traffic diversion scheme
1.2 Develop a webcast promotion scheme
1.3 Sort out the segmentation process of webcast
1.4 Strengthen follower stickiness analysis
1.5 Build a product traffic pool

2.0 Principles

The person performing this task must be able to explain the following principles:

2.1 Clear positioning principle of webcast audience
2.2 Differentiation of webcast content
2.3 Methods and rules of the webcast operation promotion

3.0 Theories

The person performing this task must be able to explain the following:

3.1 Integration of webcast media
3.2 Webcast and activity planning process

4.0 Essential Skills

4.1 Cooperation skills
4.2 Communication skills

</td></tr>
</table>

DESCRIPTION ON THE END PRODUCTS / SERVICE:	Prepare a promotion strategy scheme according to the webcast operation
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 4. Operation Manual of the platform

OCCUPATION	WEBCAST TECHNICIAN		OCCUPATION CODE	
DUTY TITLE	Platform operation		**DUTY NO.**	603
TASK TITLE	Analyze the rules of webcast platforms		**TASK NO.**	6033
PERFORMANCE CRITERIA	The person performing this task must be able to master the rules and circumvention schemes of webcast platforms			
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any webcast room or office area. The tools and equipment to be used include: 1. Computers or smartphones 2. Webcast platform and software			

<table>
<tr><th colspan="2">EVIDENCE REQUIREMENTS</th></tr>
<tr><th>PRACTICAL PERFORMANCE</th><th>UNDERPINNING KNOWLEDGE</th></tr>
<tr>
<td>

The person performing this task must be able to do the following:

1. Know the props system, platform role, webcaster level, follower level, traffic source, share ratio, punishment and reward rules in the webcast
2. Compare and analyze the rules of mainstream webcast platforms, and master the basic rules and skills
3. Establish the procedure standards, reward and punishment mechanism for webcast, and clarify the management regulations and appraisal criteria of the reward and punishment system for webcast rooms
4. Know the bottom line of rules, relevant laws and regulations of mainstream platforms; formulate the evasion scheme

</td>
<td>

Detailed knowledge about:

1.0 Methods

The person performing this task must be able to explain how to:

1.1 Operate the webcast platform

1.2 Formulate the avoidance scheme

2.0 Principles

The person performing this task must be able to explain the following principles:

2.1 User access rules of the webcast platform

2.2 Rules of webcast content

2.3 Regulations on webcast virtual gifts

2.4 Intellectual property right rules for webcast

2.5 Reward and punishment mechanism for webcast platforms

2.6 Webcast verbal skills standard

3.0 Theories

The person performing this task must be able to explain how to:

3.1 Rule and skill analysis of the webcast platform

3.2 Performance appraisal theory of webcast room

3.3 Underlying logic of webcast platform rules

4.0 Essential Skills

4.1 Communication skills

4.2 Text writing skills

4.3 Cooperation skills

</td>
</tr>
<tr>
<td>

DESCRIPTION ON THE END PRODUCTS / SERVICE:

</td>
<td>

Analyze and formulate optimization schemes according to the rules of webcast platform

</td>
</tr>
</table>

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
	4. Operation Manual of the platform

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Platform operation	**DUTY NO.**	603
TASK TITLE	Webcast data analysis and review	**TASK NO.**	6034
PERFORMANCE CRITERIA	The person performing this task must be able to master the webcast data analysis and review methods, and optimize the product promotion scheme according to the data review results		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any webcast room or office area. The tools and equipment to be used include: 1. Computers or smartphones 2. Webcast data analysis software 3. Office space		

EVIDENCE REQUIREMENTS

PRACTICAL PERFORMANCE	UNDERPINNING KNOWLEDGE
The person performing this task must be able to do the following: 1. Track real-time advertising data, improve click-through rate and CTR based on the data, and reduce advertising costs 2. Conduct statistics, analysis, review and optimization of advertising policies according to data, and be able to adjust the input-output ratio of webcast activities, publicity and promotion schemes, and strategies in a timely and accurate way 3. Establish a data model according to the data appraisal system, improve the webcast effect appraisal and predict the result 4. Collect and analyze data from the same industry or across industries on a regular basis, and conduct data detection and index analysis on relevant products and similar products in the industry	Detailed knowledge about: **1.0 Methods** **The person performing this task must be able to explain how to:** 1.1 Optimize webcast platform data 1.2 Forecast input-output ratio of webcast promotion 1.3 Establish a webcast data model 1.4 Analyze webcast data conversion index **2.0 Principles** **The person performing this task must be able to explain the following principles:** 2.1 Data acquisition 2.2 User profiling analysis 2.3 Data strategy adjustment and optimization **3.0 Theories** The person performing this task must be able to explain the following: 3.1 Diagnosis of webcast delivery efficiency 3.2 Data analysis of the webcast platform 3.2 Data accuracy of webcast room **4.0 Essential Skills** 4.1 Cooperation skills 4.2. Communication skills 4.3 Fundamentals of computer skill 4.4 Organization and coordination skills
DESCRIPTION ON THE END	Analyze and review according to the data of webcast

PRODUCTS / SERVICE:	platform
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 4. Operation Manual of the platform

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Account operation	DUTY NO.	604
TASK TITLE	Webcaster character setting and training	TASK NO.	6041
PERFORMANCE CRITERIA	The person performing this task must be able to position and design the webcasters overall style and the product theme or type sold according to the *Technical Specification Manual, Operation Manual* and personal advantages and characteristics of the webcaster.		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any webcast room or training site. The tools and equipment to be used include: 1. Computers or smartphones 2. Webcast platform and software 3. Training site		

EVIDENCE REQUIREMENTS	
PRACTICAL PERFORMANCE	UNDERPINNING KNOWLEDGE
The person performing this task must be able to do the following: 1. Establish the webcasters character setting according to the demands of webcast business 2. Build the external and internal image of the webcaster 3. Conduct webcaster quality training and design 4. Have a keen insight into the market and the capability to identify business cooperation opportunities for webcaster	**Detailed knowledge about:** **1.0 Methods** **The person performing this task must be able to explain how to:** 1.1 Cultivate the quality of the webcaster 1.2 Write the Training Scheme 1.3 Implement training and evaluation **2.0 Principles** **The person performing this task must be able to explain the following principles:** 2.1 Key points of webcaster character setting 2.2 Webcaster training procedure **3.0 Theories** **The person performing this task must be able to explain the following:** 3.1 Display methods such as highlights, visual effects, affinity, EQ, connotation and professionalism 3.2 Packaging skills for character setting 3.3 Occupational image building of the webcaster **4.0 Essential Skills** 4.1 Communication and learning skills 4.2 Cooperation skills 4.3 Communication skills 4.4 Fundamentals of computer skill

	4.5 Organization and coordination skills
DESCRIPTION ON THE END PRODUCTS / SERVICE	Complete the webcaster character setting and training according to the *Technical Specification Manual, Operation Manual* and IP positioning
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 4. Operation Manual of the platform

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Account operation	**DUTY NO.**	604
TASK TITLE	Account packaging	**TASK NO.**	6042
PERFORMANCE CRITERIA	The person performing this task must be proficient in IP packaging and positioning, shaping differentiated IPs, and continuously optimizing the webcasters character packaging and occupational image according to the *Technical Specification Manual* and *the Operation Manual.*		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any webcast platform. The tools and equipment to be used include: 1. Webcast platform and software 2. Computers or smartphones		

<table>
<tr><td colspan="2" align="center">EVIDENCE REQUIREMENTS</td></tr>
<tr><td align="center">PRACTICAL PERFORMANCE</td><td align="center">UNDERPINNING KNOWLEDGE</td></tr>
<tr>
<td>

The person performing this task must be able to do the following:

1. Position and design the webcasters style according to his/her personal advantages and characteristics
2. Package and position the IP addresses according to the demands of webcast business
3. Upgrade the occupational image of webcaster on camera according to their positioning
4. Create differentiated content IP

</td>
<td>

Detailed knowledge about:

1.0 Methods

The person performing this task must be able to explain how to:

1.1 Position the account style

1.2 Character setting packaging of the webcaster

1.3 Create differentiated content IP

2.0 Principles

The person performing this task must be able to explain the following principles:

2.1 Style positioning and design skills of the webcaster

2.2 Occupational image-building key points of the webcaster

3.0 Theories

The person performing this task must be able to explain the following:

3.1 Account packaging skills

3.2 IP Content differentiation design skills

4.0 Essential Skills

4.1 Cooperation skills

4.2. Communication skills

4.3 Fundamentals of computer skill

4.4 Organization and coordination skills

</td>
</tr>
<tr>
<td>

DESCRIPTION ON THE END

</td>
<td>

Make account packaging around IP positioning according to the *Technical Specification Manual*

</td>
</tr>
</table>

PRODUCTS / SERVICE	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 4. Operation Manual of the platform

OCCUPATION	WEBCAST TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	Account operation	**DUTY NO.**	604
TASK TITLE	Account operation and promotion	**TASK NO.**	6043
PERFORMANCE CRITERIA	The person performing this task must be able to conduct multi-platform operations, operate multiple accounts to divert traffic from each other, convert accurate traffic, and achieve operational effects in the form of an accounting matrix according to the *Technical Specification Manual* and *the Operation Manual*.		
RANGE STATEMENT	It is permitted to perform the task under the supervision of a senior webcast technician in any webcast platform. The tools and equipment to be used include: 1. Computers or smartphones 2. Webcast platform and software		

EVIDENCE REQUIREMENTS

PRACTICAL PERFORMANCE	UNDERPINNING KNOWLEDGE
The person performing this task must be able to do the following: 1. Use sub-accounts to attract traffic for the parent account, enhance the influence of the parent account, form a group-like combination of accounts under the same matrix, and interconnect the contents of the accounts in series 2. Formulate the post system and operation mechanism of the organizational structure according to the actual situation, and be able to coordinate and manage the creative production team 3. Incubate multiple vertical category IPs, and operate and manage different categories of IPs 4. Build the account matrix and conduct the account operation of the multi-channel platform	**Detailed knowledge about:** **1.0 Methods** **The person performing this task must be able to explain how to:** 1.1 IP building and multi-platform management 1.2 Account traffic attraction 1.3 Operation growth skills **2.0 Principles** **The person performing this task must be able to explain the following principles:** 2.1 Matrix account building 2.2 Operation and management **3.0 Theories** **The person performing this task must be able to explain the following:** 3.1 Multi-channel operation mechanism 3.2 Account positioning strategy 3.3 Webcast field design **4.0 Essential Skills** 4.1 Teamwork skills 4.2 Communication management skills 4.3 Fundamentals of computer skill
DESCRIPTION ON THE END	Complete the account matrix building and operation according to the *Technical Specification*

PRODUCTS / SERVICE	*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 4. Operation Manual of the platform

Table 1: DACUM chart of webcast technicians - NTA 6

DUTY TITLE	TASKS	ENABLERS
1.0. Webcast operation	1.1 Build product selection library. 1.2 Communicate with high-quality webcast influencers. 1.3 Webcast business negotiation. 1.4 Quality control of webcast commodities.	**General skills and knowledge** • Communication with others by using communication skills • Comply with the rules of webcast platforms, and relevant laws and regulations • Work Report and scheme writing skills • Webcast operation skills and knowledge • Management knowledge of webcast products **Tools and equipment** • Computers • Text processing software • Spreadsheet • Presentation software **Materials** • Product sample • Webcast materials • Webcast data materials **Requirements for employees** • Teamwork and cooperation spirit, integrity, and awareness of laws and regulations, quality and program management
2.0 Content operation	2.1 Build the webcast content model. 2.2 Screen the webcast content operation and marketing channels.	**General skills and knowledge** • Communication with others by using communication skills • Comply with the rules of webcast platforms, and relevant laws and regulations • Webcast operation skills and knowledge • Build the webcast model • Formulate the marketing strategies for webcast

DUTY TITLE	TASKS	ENABLERS
	2.3 Formulate the marketing strategies for webcast content.	**Tools and equipment** • Webcast platform and software • Computers or smartphones • Text editing tool **Materials** • Product sample • Webcast materials • Webcast data materials **Requirements for employees** • Teamwork and cooperation spirit, integrity, and awareness of laws and regulations, quality and program management
3.0 Platform operation	3.1 Formulate webcast operation objectives. 3.2 Formulate the promotion strategy for the webcast operation. 3.3 Analyze the rules of webcast platforms. 3.4 Webcast data analysis and review.	**General skills and knowledge** • Communication with others by using communication skills • Formulate a webcast promotion scheme • Webcast operation skills and knowledge • Comply with the rules of webcast platforms, and relevant laws and regulations • Analyze and review the webcast data **Tools and equipment** • Webcast platform and software • Computers or smartphones • Text editing tool • Data analysis software **Materials** • Product sample • Webcast materials • Webcast data materials **Requirements for employees** • Teamwork and cooperation spirit, integrity, and awareness of laws and regulations, quality and program management

DUTY TITLE	TASKS	ENABLERS
4.0 Account operation	● 4.1 Webcaster character setting and training.	**General skills and knowledge** • Communication with others by using communication skills • Comply with the rules of webcast platforms, and relevant laws and regulations • Webcast operation skills and knowledge • Webcaster IP positioning and creation • Account matrix building
	4.2 Account packaging.	
	4.3 Account operation and promotion.	**Tools and equipment** • Webcast platform and software • Computers or smartphones **Materials** • Product sample • Webcast materials • Webcast data materials **Requirements for employees** • Teamwork and cooperation spirit, integrity, and awareness of laws and regulations, quality and program management