

Role title	Digital Cultural Asset Manager		
Also known as	Digital Asset Manager, Digital Curator		
Relevant professions	Cultural Informatics, Cultural/ Art ICT Manager		
Summary statement	Deals with the organization, preservation, exploitation (incl. monetization) and provision of access to the born-digital or digitized ¹ cultural content in a museum or other cultural institution (hereinafter referred to only as museums), whether in a physical or virtual space.		
Mission	To undertake the design, administration, and exploitation (incl. monetization) of a digital museum collection, according to the management plan.		
Deliverables	Accountable for	Responsible for	Contributor to
	Organization of the digital cultural collections, after selection and classification, to facilitate the collections' discovery, access and use. Preservation of the digital cultural asset according to best practices and international standards (format transformation, hardware/ Software emulation.	Evaluation of the final format of the digital asset. Documentation of the management of the digital asset. Form of metadata selected (descriptive, administrative, structural or technical) – semantic management of the digital assets.	Usability analysis (website, application). Search engine optimization. Competitor benchmarking.
	Exploitation (incl. monetization) and provision of access to the digital content/objects in terms of functionality,	Sustainability and operability of the digital product assets – operational maintenance of the digital assets	

¹ Digitized content is content which has been reformatted from analog to digital format, e.g. a scanned photograph saved as a jpg file is a digitized object/content, a scanned page from a diary saved as a pdf is also a digitized object/content. On the other hand, born-digital materials are items that were originally created in a digital format, e.g. Microsoft Word document, email, Photoshop file. It is important to distinguish between these two concepts because digitized materials do not encompass born-digital materials.

	<p>technical feasibility and reliability (methods of access, authentication, compatibility, browsers, format) and monetization.</p> <p>Protection and safeguarding of the museum digital collection (copyright, watermarked content, cryptography).</p>	<p>Advise the museum management on improvements.</p>	
<p>Main task/s</p>	<ul style="list-style-type: none"> • To redact the best organization and preservation plan for born-digital or digitized cultural content/objects according to the museum needs. • To develop, manage, and optimize the museum’s digital cultural collection. • To be aware of the national/ international conventions or/ and the legal framework for the protection of the digital cultural property. • To provide plan for the best possible exploitation of digital assets. • To collaborate with the museum experts (museologists, curators, web designers, multimedia experts). • To develop a robust grounding in theories, methods and concepts in cultural asset management. • To be continuously informed about the new technologies and the current developments in ICT. 		
<p>Environment</p>	<p>Collaborates with the digital media and the marketing department. Works with the curators of the museum. Interacts with:</p> <ul style="list-style-type: none"> • Management • Physical curation department • Communication department 		
<p>KPI’s</p>	<ul style="list-style-type: none"> • Diversity and size of the digital content. • Number and frequency of museum visitors (traffic). • Operability combined with the aesthetic part of the digital cultural product. • Evaluation of the museum experience (qualitative and quantitative analysis). • Time period of collaboration with the museum. • IP rules clearly identified for each digital asset. 		

Dimension 1 e-Comp. area	A. PLAN	
Dimension 2 e-Competence: Title + generic description	A.3. Digital Asset Management Plan Development Addresses the design and structure of a digital asset management plan including the identification of alternative approaches as well as return on investment propositions. Considers the possible and applicable sourcing models. Presents cost benefit analysis and reasoned arguments in support of the selected plan. Ensures compliance with the museum's business and technology strategies. Communicates this plan to museum curators/management.	
Dimension 3 e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8	Level 1	
	Level 2	
	Level 3	Exploits specialist knowledge to provide analysis of market environment, etc.
	Level 4	Provides leadership for the creation of a digital asset management strategy that meets the requirements of the museum and its staff and the needs of the visitor.
	Level 5	
Dimension 4 Knowledge examples <i>Knows/Aware of/Familiar with</i>	K1 digital asset management plan elements and milestones K2 the present and future market size and needs K5 profitability elements K6 the issues and implications of sourcing models K8 new emerging technologies	
Skills examples <i>Is able to</i>	S1 address and identify essential elements of product or solution value propositions S4 generate short and long term performance reports (e.g. profitability, usage) S5 identify main milestones of the plan S6 analyse the impact of functional/technical changes on users S7 identify museum advantages and improvements of adopting emerging technologies S8 communicate (including in foreign languages if useful) S9 explain (defend, argue, justify) S10 lead a team S11 demonstrate a high degree of interpersonal skills	

Dimension 1 e-Comp. area	A. PLAN	
Dimension 2 e-Competence: Title + generic description	A.4. Product / Service Planning Analyses and defines current and target status of the digital asset management plan. Estimates cost effectiveness, points of risk, opportunities, strengths and weaknesses, with a critical approach. Creates structured plans; establishes time scales and milestones, ensuring optimisation of activities and resources. Manages change requests. Defines delivery quantity and provides an overview of additional documentation requirements for the digital asset management plan. Specifies correct handling of products, including legal issues, in accordance with current regulations.	
Dimension 3 e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8	Level 1	
	Level 2	Acts systematically to document standard and simple elements of the digital asset management tools.
	Level 3	
	Level 4	

	Level 5	
Dimension 4 Knowledge examples <i>Knows/Aware of/Familiar with</i>	K1 typical KPI (key performance indicators) K2 basic decision-making methods K3 agile techniques K4 structured Project Management Methodologies (e.g. agile techniques) K5 optimisation methods (e.g. lean management) K6 new emerging technologies	
Skills examples <i>Is able to</i>	S1 identify all potential targets for the product or service S2 define the digital asset management communication plan; identify key users and create related documentation S3 produce quality plans in digital assets S4 ensure and manage adequate information for decision makers S5 manage the change request process S6 manage the product / service development management lifecycle (inclusive of the formal change request process) S7 be precise and aware of details	

Dimension 1 e-Comp. area	A. PLAN	
Dimension 2 e-Competence: Title + generic description	A.7. Technology Trend Monitoring Investigates latest ICT technological developments in her/his field of competence to establish understanding of evolving technologies that could be deployed in managing digital assets in museums. Devises innovative solutions for integration of new technology into existing products, applications or services or for the creation of new solutions aiming at supporting the digital asset management plan. Is able to identify the articulations between emerging technologies and market and museum staff requirements, in accordance with the digital asset management plan.	
Dimension 3 e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8	Level 1	
	Level 2	
	Level 3	
	Level 4	Exploits wide ranging specialist knowledge of new and emerging technologies, coupled with a deep understanding of the needs of the museum to envision and articulate solutions for the future that will facilitate the collection's discovery, access and use. Provides expert guidance and advice, to the leadership team to support strategic decision-making in her/his field of competence.
	Level 5	
Dimension 4 Knowledge examples <i>Knows/Aware of/Familiar with</i>	K1 emerging technologies and the relevant market applications K2 museum and market needs K3 relevant sources of information (e.g. magazines, conferences and events, newsletters, opinion leaders, on-line forum, etc.) K4 applied research programme approaches	

Skills examples <i>Is able to</i>	S1 monitor sources of information and continuously follow the most promising S2 identify vendors and providers of the most promising solutions; evaluate, justify and propose the most appropriate. S3 identify business advantages and improvements of adopting emerging technologies for the museum S4 be innovative, creative S5 match museum and visitor needs with existing products S6 analyse the impact of functional/technical changes on users S7 identify museum advantages and improvements of adopting emerging technologies
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Dimension 1 e-Comp. area	A. PLAN	
Dimension 2 e-Competence: Title + generic description	A.9. Innovating Devises creative solutions for the provision of new concepts, ideas, products or services that could support the digital asset management plan. Deploys novel and open thinking to envision exploitation of technological advances to address business / society needs or research direction.	
Dimension 3 e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8	Level 1	
	Level 2	
	Level 3	
	Level 4	Applies independent thinking and technology awareness to lead the integration of disparate concepts for the provision of unique solutions.
	Level 5	
Dimension 4 Knowledge examples <i>Knows/Aware of/Familiar with</i>	K1 existing and emerging technologies and market applications K2 business, society and / or research habits, trends and needs K3 innovation processes techniques K4 museum and user needs K5 best practices	
Skills examples <i>Is able to</i>	S1 identify business advantages and improvements of adopting emerging technologies for the museum S2 create a proof of concept S3 think out of the box S4 identify appropriate resources S5 be innovative, creative S6 explain (defend, argue, justify) S7 match museum and user needs with existing products S8 analyse the impact of functional/technical changes on users	

Dimension 1 e-Comp. area	B. BUILD	
Dimension 2 e-Competence: Title + generic description	B.5. Documentation Production Produces documents describing products, services, tools or applications used for digital asset management to establish compliance with relevant documentation requirements. Selects appropriate style and media for presentation materials. Creates templates for document-management systems. Ensures that functions and features are documented in an appropriate	

	way. Ensures that existing documents are valid and up to date.	
Dimension 3 e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8	Level 1	Uses and applies standards to define document structure.
	Level 2	Determines documentation requirements taking into account the purpose and environment to which it applies.
	Level 3	Adapts the level of detail according to the objective of the documentation and the targeted population.
	Level 4	
	Level 5	
Dimension 4 Knowledge examples <i>Knows/Aware of/Familiar with</i>	K1 tools for production, editing and distribution of professional documents K2 tools for multimedia presentation creation K3 different technical documents required for designing, developing and deploying products, applications and services K4 version control of documentation production	
Skills examples <i>Is able to</i>	S1 observe and deploy effective use of corporate standards for publications S2 prepare templates for shared publications S3 organise and control content management workflow S4 keep publications aligned to the solution during the entire lifecycle S5 be precise and aware of details	

Dimension 1 e-Comp. area	C. RUN	
Dimension 2 e-Competence: Title + generic description	C.1. User Support Responds to user requests and issues regarding tools/applications used for digital asset management, recording relevant information. Assures resolution or escalates incidents and optimises system performance in accordance with predefined service level agreements (SLAs). Understands how to monitor solution outcome and resultant user satisfaction.	
Dimension 3 e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8	Level 1	Solves incidents, following prescribed procedures.
	Level 2	Systematically interprets user problems and identifies solutions and possible side effects. Uses experience to address user problems and interrogates database for potential solutions. Escalates complex or unresolved incidents. Records and tracks issues from outset to conclusion.
	Level 3	
	Level 4	
	Level 5	
Dimension 4 Knowledge examples <i>Knows/Aware of/Familiar with</i>	K1 relevant ICT user applications K2 database structures and content organisation K3 corporate escalation procedures K4 software distribution methods and procedures for fix application and file transmission methodologies applicable to software fixes K5 sources of information for potential solutions K6 good interpersonal skills	

Skills examples <i>Is able to</i>	S1 effectively interrogate users to establish symptoms S2 analyse symptoms to identify broad area of user error or technical failure S3 deploy support tools to systematically trace source of error or technical failure S4 clearly communicate with end users and provide instructions on how to progress issues S5 record and code issues to support growth and integrity of online support tools S6 be precise and aware of details S7 communicate (incl. in foreign languages if possible) S8 explain (defend, argue, justify)
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Dimension 1 e-Comp. area	C. RUN
Dimension 2 e-Competence: Title + generic description	C.3. Service Delivery Ensures service delivery in accordance with established service level agreements (SLA). Takes proactive action to ensure stable and secure digital asset management applications to avoid potential service disruptions, attending to capacity planning and to information security. Updates operational document library and logs all service incidents. Maintains monitoring and management tools (i.e. scripts, procedures).
Dimension 3 e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8	Level 1
	Level 2 Systematically analyses performance data and communicates findings to senior experts. Escalates potential service level failures and security risks, recommends actions to improve service reliability. Tracks reliability data against SLA.
	Level 3
	Level 4
	Level 5
Dimension 4 Knowledge examples <i>Knows/Aware of/Familiar with</i>	K1 how to interpret digital asset management application requirements K2 best practices and standards in digital asset management applications. K3 how to monitor digital asset management applications. K4 how to record digital asset management applications delivery actions and able to identify failures K5 web, cloud and mobile technologies
Skills examples <i>Is able to</i>	S1 apply the processes which comprise the organisation's digital asset management strategy S2 fill in and complete documentation used in digital asset management applications delivery S3 analyse digital asset management applications delivery provision and report outcomes to senior colleagues S4 plan and apply manpower workload / requirements for efficient and cost effective service provision

Dimension 1 e-Comp. area	C. RUN
Dimension 2 e-Competence: Title + generic description	C.4. Problem Management Deploys a knowledge system based on recurrence of common errors. Resolves, in consultation and support by with experts if necessary, or escalates incidents linked to the use of digital asset management applications and tools.
Dimension 3	Level 1

e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8	Level 2	Identifies and classifies incident types and service interruptions. Records incidents cataloguing them by symptom and resolution.
	Level 3	Exploits specialist knowledge and in-depth understanding of the digital asset management applications and tools and, also of, problem management process to identify failures and resolve with minimum outage, in consultation and support by with experts if necessary. Makes sound decisions in emotionally charged environments on appropriate action required to minimise business impact for the museum. Rapidly identifies failing component.
	Level 4	
	Level 5	
Dimension 4 Knowledge examples <i>Knows/Aware of/Familiar with</i>	K1 the museum's overall ICT infrastructure and key components K2 the museum's reporting procedures K3 the museum's critical situation escalation procedures K4 the application and availability of diagnostic tools K5 the link between system infrastructure elements and impact of failure on related business processes. K6 evaluation, design and implementation methodologies K7 museum's budget dedicated to ICT development	
Skills examples <i>Is able to</i>	S1 monitor progress of issues throughout lifecycle and communicate effectively S2 identify potential critical component failures and take action to mitigate effects of failure S3 conduct risk management audits and act to minimise exposures S4 communicate at all levels to ensure appropriate resources are deployed internally or externally to minimise outages S5 be precise and aware of details	

Dimension 1 e-Comp. area	D. ENABLE	
Dimension 2 e-Competence: Title + generic description	D.4. Purchasing Applies a consistent procurement procedure on products and services that would improve the digital asset management, including deployment of the following sub processes: specification requirements, supplier identification, proposal analysis, suppliers and their processes, contract negotiation, supplier selection and contract placement. Ensures that the entire purchasing process is fit for purpose, adds business value to the organisation compliant to legal and regulatory requirements.	
e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8	Level 1	
	Level 2	Understands and applies the principles of the procurement process; places orders based on existing supplier contracts. Ensures the correct execution of orders, including validation of deliverables and correlation with subsequent payments.
	Level 3	Exploits specialist knowledge to deploy the purchasing process, ensuring positive commercial relationships with suppliers. Selects suppliers, products and services by evaluating performance, cost, timeliness and quality. Decides contract placement and complies with organisational policies.
	Level 4	
	Level 5	

<p>Dimension 4</p> <p>Knowledge examples</p> <p><i>Knows/Aware of/Familiar with</i></p>	<p>K1 typical purchase contract terms and conditions</p> <p>K2 own organisation purchasing policies</p> <p>K3 financial models e.g. discount structures</p> <p>K4 the current market for relevant products or services</p> <p>K5 the issues and implications of outsourcing services</p> <p>K7 museum and user needs</p> <p>K8 user needs analysis techniques</p> <p>K9 research methods, benchmarks and measurements methods</p> <p>K10 museum's budget dedicated to ICT development</p>
<p>Skills examples</p> <p><i>Is able to</i></p>	<p>S1 interpret product / service specifications</p> <p>S2 negotiate terms, conditions and pricing</p> <p>S3 analyse received proposals / offers</p> <p>S4 manage the purchasing budget</p> <p>S5 lead purchase process improvement</p> <p>S8 match museum and user needs with products in the market</p> <p>S9 be precise and aware of details</p>

<p>Dimension 1</p> <p>e-Comp. area</p>	D. ENABLE	
<p>Dimension 2</p> <p>e-Competence: Title + generic description</p>	<p>D.10. Information and Knowledge Management</p> <p>Identifies and manages structured and unstructured digital assets and considers policies related to the provision of access. Understands appropriate tools to be deployed to organize, preserve and provide access to digital cultural content in order to capitalise from the cultural asset and facilitate the collection's discovery, access and use.</p>	
<p>Dimension 3</p> <p>e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8</p>	<p>Level 1</p>	
	<p>Level 2</p>	
	<p>Level 3</p>	Analyses digital asset management processes and associated asset requirements and provides the most appropriate digital asset structure.
	<p>Level 4</p>	Integrates the appropriate digital asset structure into the corporate environment.
	<p>Level 5</p>	Correlates digital asset and knowledge to create value for the museum's. Applies innovative solutions based on information retrieved.
<p>Dimension 4</p> <p>Knowledge examples</p> <p><i>Knows/Aware of/Familiar with</i></p>	<p>K1 methods to analyse asset management processes</p> <p>K2 ICT devices and tools applicable for the storage and retrieval of digital data</p> <p>K3 challenges related to the size of data sets (e.g. big data)</p> <p>K4 challenges related to unstructured data (e.g. data analytics)</p> <p>K8 museum and user needs</p>	
<p>Skills examples</p> <p><i>Is able to</i></p>	<p>S1 gather internal and external knowledge and digital asset needs</p> <p>S2 formalise user requirements</p> <p>S3 translate / reflect museum's cultural collections into structured information</p> <p>S4 make digital assets available</p> <p>S5 ensure that IPR and privacy issues are respected</p> <p>S6 capture, storage, analyse, data sets, that are complex and large, not structured and in different formats</p> <p>S7 apply data mining methods</p> <p>S8 match museum and user needs with products in the market</p> <p>S9 be precise and aware of details</p>	

Dimension 1 e-Comp. area	D. ENABLE	
Dimension 2 e-Competence: Title + generic description	D.11. Needs Identification Actively listens to internal / external users, articulates and clarifies their needs. Manages the relationship with all stakeholders to ensure that the solution is in line with museum requirements. Proposes different solutions (e.g. make-or-buy), by performing contextual analysis in support of user centered system design. Advises the museum's management team on appropriate solution choices. Acts as an advocate engaging in the implementation or configuration process of the chosen solution.	
Dimension 3 e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8	Level 1	
	Level 2	
	Level 3	Establishes reliable relationships with users and helps them clarify their needs.
	Level 4	Exploits wide ranging specialist knowledge of the user needs to offer possible solutions their-needs. Provides expert guidance to the user by proposing solutions and supplier.
	Level 5	
Dimension 4 Knowledge examples <i>Knows/Aware of/Familiar with</i>	K1 emerging technologies and the relevant market applications K2 museum's needs K3 user needs K4 museum processes and structures K5 user need analysis techniques K6 communication techniques K7 "Story telling" techniques	
Skills examples <i>Is able to</i>	S1 analyse and formalise digital asset management processes S2 analyse user requirements S3 present ICT solution cost / benefit S4 match user needs with existing products S5 analyse the impact of functional/technical changes on user	

Dimension 1 e-Comp. area	E. MANAGE	
Dimension 2 e-Competence: Title + generic description	E.1. Forecast Development Interprets museum staff and user needs and evaluates market acceptance of digital asset management tailored products or services. Assesses the museum potential to meet future production and quality requirements. Applies relevant metrics to enable accurate decision making in support of the organization, preservation and exploitation of the museum digital assets.	
Dimension 3 e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8	Level 1	
	Level 2	
	Level 3	Exploits skills to provide short-term forecast using user inputs and assessing the museum ICT capabilities.
	Level 4	Acts with wide ranging accountability for the production of a long-term forecast. Understands the global marketplace, identifying and evaluating relevant inputs from the broader business, political and social context.
	Level 5	

<p>Dimension 4</p> <p>Knowledge examples</p> <p><i>Knows/Aware of/Familiar with</i></p>	<p>K1 market size and relevant fluctuations</p> <p>K2 accessibility of the market according to current conditions (e.g. government policies, emerging technologies, social and cultural trends, etc.)</p> <p>K3 the extended supply chain operation</p> <p>K4 large scale data analysis techniques (data mining)</p> <p>K5 methods to analyze information and digital asset management processes</p> <p>S6 new emerging technologies (e.g. distributed systems, virtualisation, mobility, data sets)</p> <p>S7 museum and user needs</p> <p>S8 museum and user need analysis techniques</p> <p>K9 museum's budget dedicated to ICT development</p>
<p>Skills examples</p> <p><i>Is able to</i></p>	<p>S1 apply what-if techniques to produce realistic outlooks</p> <p>S2 generate sales forecasts in relation to current market share</p> <p>S3 interpret external research data and analyse information</p> <p>S4 identify business advantages and improvements of adopting emerging technologies for the museum</p> <p>S5 analyze future developments in marketing process and technology application</p> <p>S6 analyze feasibility in terms of costs and benefits</p> <p>S7 match user needs with products in the market</p>

<p>Dimension 1</p> <p>e-Comp. area</p>	E. MANAGE	
<p>Dimension 2</p> <p>e-Competence: Title + generic description</p>	<p>E.3. Risk Management</p> <p>Implements the management of risk across information systems through the application of the museum defined risk management policy and procedure. Assesses risk to the museum's business, including web, cloud and mobile resources. Documents potential risk and containment plans.</p>	
<p>Dimension 3</p> <p>e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8</p>	Level 1	
	Level 2	Understands and applies the principles of risk management and investigates ICT solutions to mitigate identified risks.
	Level 3	Decides on appropriate actions required to adapt security and address risk exposure. Evaluates, manages and ensures validation of exceptions; audits ICT processes and environment.
	Level 4	
	Level 5	
<p>Dimension 4</p> <p>Knowledge examples</p> <p><i>Knows/Aware of/Familiar with</i></p>	<p>K1 corporate values and interests to apply risk analysis taking into account corporate values and interests</p> <p>K2 the return on investment compared to risk avoidance</p> <p>K3 good practices (methodologies) and standards in risk analysis</p>	
<p>Skills examples</p> <p><i>Is able to</i></p>	<p>S1 develop risk management plan to identify required preventative actions</p> <p>S2 communicate and promote the museum's risk analysis outcomes and risk management processes</p> <p>S3 design and document the processes for risk analysis and management</p> <p>S4 apply mitigation and contingency actions</p> <p>S5 resolve conflicts</p>	

Dimension 1 e-Comp. area	E. MANAGE	
Dimension 2 e-Competence: Title + generic description	E.4. Relationship Management Establishes and maintains positive business relationships between stakeholders (internal or external) deploying and complying with organisational processes. Maintains regular communication with museum employees, user and technology providers, and addresses needs through empathy with their environment and managing supply chain communications. Ensures that user needs, concerns or complaints are understood and addressed in accordance with the digital asset management policy.	
Dimension 3 e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8	Level 1	
	Level 2	
	Level 3	Accounts for own and others actions in managing a limited number of stakeholders.
	Level 4	
	Level 5	
Dimension 4 Knowledge examples <i>Knows/Aware of/Familiar with</i>	K1 museum processes including, decision making, budgets and management structure K2 museum's and other stakeholders' objectives, own and of other stakeholders K3 how to measure and apply resources to meet stakeholder requirements K4 museum's challenges and risks K5 museums, user and technology providers needs K6 interpersonal skills	
Skills examples <i>Is able to</i>	S1 deploy empathy to user needs S2 identify potential win win opportunities for user and museum S3 establish realistic expectations to support development of mutual trust S4 monitor ongoing commitments to ensure fulfilment S5 communicate good and bad news to avoid surprises S6 meet museums, user and technology providers needs S7 communicate (incl. in foreign languages if useful) S8 explain (defend, argue, justify)	

Dimension 1 e-Comp. area	E. MANAGE	
Dimension 2 e-Competence: Title + generic description	E.6. Digital Asset Management Quality Management Implements digital asset management quality policy to maintain and enhance museum services related to the operation of digital asset management. Plans and defines indicators to manage quality with respect to ICT and curation strategy. Reviews quality measures and recommends enhancements to influence continuous quality improvement.	
Dimension 3 e-Competence proficiency levels e-1 to e-5, related to EQF levels 3 to 8	Level 1	
	Level 2	Communicates and monitors application of the museum digital asset management quality policy.
	Level 3	Evaluates quality management indicators and processes based on digital asset management quality policy and proposes remedial action.
	Level 4	Assesses and estimates the degree to which quality requirements have been met and provides leadership for quality policy implementation related to digital asset management. Provides cross functional leadership for setting and exceeding quality standards.

	Level 5	
Dimension 4 Knowledge examples <i>Knows/Aware of/Familiar with</i>	K1 which methods, tools and procedure are applied within the organisation and where they should be applied K2 the IS internal quality audit approach K3 digital asset management quality standards K4 web, cloud and mobile technologies requirements K5 technologies and standards to be used during the deployment K6 potential and opportunities of relevant standards and best practices	
Skills examples <i>Is able to</i>	S1 illustrate how methods, tools and procedures can be applied to implement the museum's digital asset management quality policy S2 evaluate and analyse process steps to identify strengths and weaknesses S3 assist process owners in the choice and use of measures to evaluate effectiveness and efficiency of the overall process S4 monitor, understand and act upon quality indicators S5 perform quality audits S6 be ethical	