

Profile title	Web Marketer	
Summary statement	The web marketer is in charge of interactive marketing.	
Mission	To contribute to the success of the enterprise, i.e. visibility, traffic and/or sales, through the website, web application or web campaign.	
Responsibility	Defines and takes charge of the promotion of a website, web application or manages a web campaign in view of making it successful, whether measured in commercial, social or other terms.	
Deliverables	Accountable	Contributor
	<ul style="list-style-type: none"> • Marketing campaigns. • Marketing analysis and reports. 	<ul style="list-style-type: none"> • Marketing strategy / plan.
Main task/s	<ul style="list-style-type: none"> • Web Campaign Management - planning and executing online marketing campaigns. • Conversion Strategies - such as converting page-views to revenue. • Search Engine Optimisation - achieving optimal search engine results. • Web Analytics - providing detailed reports on the relative success of said campaigns. • Marketing data analysis. 	
Environment	Usually works in a team alongside other marketing specialists and reports to a Marketing Coordinator.	
KPI's	<ul style="list-style-type: none"> • Number of new visitors. • Page views / visitor. • Old visitor return rate. • Average order value. • Bounce rate. • Cancellation rate. • Number of orders per customer per year. 	

Profile title	Web Seller	
Summary statement	The web seller is in charge of online sales.	
Mission	To contribute to the success of the enterprise, i.e. sales through the website, web application or web campaign.	
Responsibility	Use the features of a website, web application or web campaign geared at selling goods or services over the internet.	
Deliverables	Accountable	Contributor
	<ul style="list-style-type: none"> • Sales campaigns. • Sales analysis and reports. 	<ul style="list-style-type: none"> • Sales strategy / plan.
Main task/s	<ul style="list-style-type: none"> • Web Sales Campaign Management - planning and executing online sales campaigns. • Conversion Strategies - such as converting page-views to revenue. • Web Analytics - providing detailed reports on the relative success of web sales campaigns. 	
Environment	Usually works in a team alongside other sales people and reports to a Sales Director or Sales Team Leader.	
KPI's	<ul style="list-style-type: none"> • Sales rate. • Response rate. • New customers gained. • Repeat customers. 	

Profile title	Usability specialist	
Also known as	Usability and ergonomics specialist, User experience specialist, Web/Software ergonomics specialist, Interface designer, Usability manager	
Summary statement	In general, usability specialists make sure that products/services are easy for consumers to use. In internet field, usability specialists help to ensure that websites and web applications are easy and pleasurable to use.	
Mission	Ensures that everyone (including handicapped and people with limited ICT knowledge) can use (access, understand and interact) a website or web application easily and according to the creator's original intentions. Also develops ideas to improve the website / web application in order to maximize its (business) impact.	
Responsibility	In charge of the ergonomics of a website or web application.	
Deliverables	Accountable	Contributor
	<ul style="list-style-type: none"> • usability plan / guidance document • study on user-requirements • study on designer/developer-requirements • concepts and prototypes • ideas and suggestions for improvements • review / study on usability testing (inc. report on eye tracking results) 	<ul style="list-style-type: none"> • design specification document • website or web application development / finalizing
Main task/s	<p>For each prototype /revision of the website or web application:</p> <ul style="list-style-type: none"> • Planning for usability: guidance on what user-centred activities to conduct when during development to ensure good usability; • Design requirements analysis: capture and analyze design requirements and specifications from designers/developers of the website or web application; • User requirements analysis: gather -by observing and interviewing potential users- and analyze user requirements in order to determine user needs and preferences, as well as to understand and prioritize content and functionality needed in the user interface; • Interaction design: <ul style="list-style-type: none"> • design concepts and prototypes to illustrate overall interface layout, functionality and usage flow to support designers/developers; • develop ideas and make suggestions to designers/developers for improving user friendliness; 	

	<ul style="list-style-type: none"> • Usability testing: <ul style="list-style-type: none"> • Independent usability evaluation: from short informal tests and expert reviews to large international user studies; • Eye tracking: provide detailed insights into how users interact with an interface - what they focus on and what they don't.
Environment	Usually works independently, but interacts regularly with users to collect their feedback and with designers/developers to provide suggestions to them.
KPI's	<ul style="list-style-type: none"> • Improved user satisfaction (based on user feedback) • Comparison of usability testing results (before / after improvement)

Profile title	Online Community Manager	
Summary statement	Provides an interactive environment in which users, customers and colleagues can collaborate together.	
Mission	<p>Create and maintain such collaborative applications as wikis and forums in order to foster a sense of community surrounding the enterprise.</p> <p>Work in tandem with Customer Support and/or Hotline Operators to provide support and knowledge sharing for the issue ticketing system.</p>	
Responsibility	The ability for customers and users to quickly and effectively resolve issues and questions, and to provide a feedback mechanism for the enterprise.	
Deliverables	Accountable	Contributor
	<ul style="list-style-type: none"> • Wiki. • Forum. • Internet Chat. • Ticketing System. • External email accounts (user support, questions, etc). 	<ul style="list-style-type: none"> • Infrastructure planning. • Hotline Operator support.
Main task/s	<ul style="list-style-type: none"> • Provide collaboration tools. • Respond to incoming requests and questions. • Follow-up customer and user requests. • Moderation of forums. • Management of ticketing system. 	
Environment	Usually works in tandem with infrastructure and internal development teams. Spends much of their time online, validating the effectiveness of the collaboration tools.	
KPI's	<ul style="list-style-type: none"> • Customer satisfaction. • Number of outstanding emails / tickets. • Rate of email / ticket closure. • Forum activity. 	

Profile title	Internet Hotline Operator	
Summary statement	The Internet Hotline Operator provides user support. Hotline operators can also work on customer relationship (accounting, payments, etc.).	
Mission	To quickly and effectively receive, interpret, analyze and process requests and issues from customers or users of a product or system, by means of email, chat, telephone (including VOIP services such as Skype) or other forms of communication.	
Responsibility	<p>The timely provision of constructive responses to client requests for support.</p> <p>Analysis of client issues, accurate interpretation for technical analysis, and providing solutions.</p> <p>Feed knowledge from the support tickets into knowledge databases to support community collaboration tools and internal knowledge sharing.</p>	
Deliverables	Accountable	Contributor
	<ul style="list-style-type: none"> • Issue tickets. • First level support. 	<ul style="list-style-type: none"> • Resolved issues. • Knowledge databases.
Main task/s	<ul style="list-style-type: none"> • Responding to customer enquiries via telephone, chat or email. • Processing of resulting issue tickets. • Escalating issues to second line support. 	
Environment	Usually works in a team of operators and reports to a team leader.	
KPI's	<ul style="list-style-type: none"> • Response rate. • Tickets closed. • Requests solved. • Requests solved first time. • Requests responded to without escalation to second level support. 	