



## AIP (Web Management) Competencies (A108)

This document define role and Competencies for Internet Web Management professionals established under designation Accredited Internet Professional (AIP) by the Society of Internet Professionals (SIP). Competencies normally deal with technical aspect of the stream/job.

Competencies are prepared by conducting task analysis of the job and seniority or length of experience was not a factor in compiling the list. Acquired competency assumes that the task will be performed independently without supervision. The work was initiated by SIP in 1999 as part of their certification program called Certified Member of Society of Internet Professionals (CMSIP) and was combined with work done by Association of Web Professionals (AWP) in 2001 and was revised in 2004 by the Accreditation & Certification Committee (ACC) of SIP.

\* Originally created by the Association of Web Professionals (AWP), which has ceased to exist. SIP is pleased to have made arrangements to support AWP certified professionals and future certifications in these streams.

### A. Description of AIP

Definition of an Accredited Internet Professional (AIP) and competencies which are common to all streams are outlined in a separate document (Doc A105: Common Competencies of AIP), available from our web site: <http://sipgroup.org/resources/docs.html>

Competencies described in the above document together with technical Competencies described in this document form overall Competencies for this stream.

### B. Description of AIP (Web Management)

A SIP Certified Web Manager is an individual who is capable of coordinating the planning, creation, organization, implementation, measurement, maintenance, and control of a website. This individual has proficiency in general business practices, verbal and written communication, people management, logical process and programming fundamentals, and relevant technology for websites, data base, content publishing, and related net technologies and protocols. The Certified Web Manager's responsibilities include website security, effectiveness, efficiency, and appeal, and the optimal performance and productivity of resources within their scope of control.

### C. Competencies for AIP (Web Management)

1. Administer company policy to employees
2. Affirm management directions for Web applications
3. Communicate internal resource requirements
4. Demonstrate value and compliance of Website to management, advertisers, and regulatory agencies
5. Develop a high-level Website improvement plan
6. Develop a project plan
7. Develop a project plan for Website improvements
8. Direct the analysis of competitive offerings and new technology
9. Document job description
10. Document new Website business goals and objectives
11. Establish standards for content design and user interface

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12. Expand Web requirements, and new Website business goals and objectives into the most appropriate architecture.
13. Familiarity with usability issues of the web site
14. Identify all constraints and assumptions
15. Identify all constraints and assumptions for Website improvements
16. Identify company goals and direction
17. Identify human resource requirements
18. Inform users of Website changes and underutilized features
19. Manage contract
20. Manage security requirements
21. Monitor project progress against documented plan
22. Negotiate for resources as needed
23. Optimize web site for search engines
24. Oversee backup and recovery
25. Plan for the increase of productive Website traffic.
26. Provide documented goals, benefits, direction, project plan, responsibilities, and accountability in terms all team members can understand.
27. Provide mentoring, coaching, and training to employees
28. Resolve variances form established project plan
29. Secure external resource
30. Secure the selected candidate
31. Supervise content maintenance
32. Supervise development of server-side program content
33. Supervise development of server-side program content for website improvements
34. Supervise development of text and graphic content, and client-side script for
35. Supervise development of text and graphics content, and client-side scripting
36. Supervise the establishment of DNS entry
37. Supervise the monitoring of Website key usage and value indicators
38. Supervise Website launch
39. Supervise Website organization enhancements
40. Translate documented new Website business goals and objectives into the most appropriate Web requirements.
41. Update standards for content and user interface for Website improvements
42. Website improvements

### Related AIP Documents and Resources

SIP has been working to restructure Certified Member of SIP (CMSIP) program and AWP Web Programs to the Accredited Internet Professional (AIP) program. As of January 2005, 13 streams are identified and 23 documents are produced. Most of the documents are posted on SIP's web site:

<http://sipgroup.org/resources/docs.html>

### Details & Application Package:

Take the Self-Assessment, review competencies & download the application from our web site:

<http://www.sipgroup.org/certification.html>

### Inquiries

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