

DIVET- Qualification Profile (draft)

Export Specialist via Internet and Social Media



The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained there in



Pre-Requirements:

- English Language (B1)
- ICT (Basic knowledge of computer hardware and software/ Basic knowledge of mobile devices hardware and software/ Basic Knowledge of Internet)

Part 1: Export Related Skills

Learning Outcomes	Assessment Criteria
The learner will:	The learner can:
1. Understand how s/he can ensure the knowledge of the product they are selling and how to calculate the price in exports	1.1 Use basic company documents (company profile, pricelist, packing list) 1.2 Negotiate payment regulations and pricing policy with the potential clients
2. Understand the basic principles of exporting processes and be able to use basic exporting tools	2.1 Explain basic financial processes 2.2 Explain what incoterms are 2.3 Take and manager orders 2.3.1 Maintains evidence of all projects/work
3. Be aware of basic issues related with export-related legislation and understand their importance for the exporting processes	3.1 Recognise the basic storage documents (inside and outside EU) 3.2 Explain the processes of certification of products 3.3 Explain the main principles and requirements of insurance for goods and services in the country of origin and the countries of export 3.4 Explain how trademarks and brand names should be used in each country 3.5 Deal effectively with safety and security issues
4. Understand and implement principles for effective business communication	4.1 Handle effectively commercial correspondence 4.2 Explain the basic principles of Customers Relations Management 4.3 Handle business communication with foreign countries in a culturally aware way
5. Be able to collect and manage data that will support the exporting process	5.1 Recognise and identify the software/ applications that exist in order to gather and systemize information from media and internet markets, products & services 5.2 Explain the basic principles of their functioning

Part 2: Marketing Related Skills

Learning Outcomes	Assessment Criteria
The learner will:	The learner can:
6. Understand and implement basic principles of marketing	6.1 Explain basic aspects related with localisation (essence, specifics and types of the relevant financial markets) 6.2 Explain the basic principles of online marketing and advertising 6.3 Determine how to best communicate their products' attributes to their target customers based on customer needs, competitive pressures, available communication channels and carefully crafted key messages 6.4 Write and edit marketing content 6.5 Make basic budgeting for marketing campaigns 6.6 Organise research for the determination of target customers 6.7 Plan and implement digital marketing campaigns 6.8 Recognize local socio-economic trends through Social Media Activities 6.9 Present the product in an attractive and convincing way
7. Manage strategically social media (Facebook, LinkedIn, Instagram, YouTube, Twitter) for the organization of an export-related marketing campaign	7.1 Implement marketing techniques which are specific for each platform 7.2 Select the most efficient medium for internet/ social media promotion 7.3 Search and detect information for potential online markets; 7.4 Share efficiently the information according to the characteristics of each platform
8. Be able to work with e-trade platforms (Amazon, E-Bay, etcy.com) for exporting products	8.1 Recognise and explain the specific characteristics of each platform 8.2 Use the keywords related with the search
9. Manage the corporate website in order to facilitate the exporting process	9.1 Connect the company website with corporate social media 9.2 Provide professional website support <ul style="list-style-type: none"> 9.2.1 Order the development of professional website 9.2.2 Determine the key words for easy search and product finding, information about promotions 9.2.3 Prepare presentations about the offered product 9.2.4 Provide input for continuous website optimization
10. Understand and implement the basic	10.1 Identify, apply or order from specialists specific website optimization techniques for the offered

principles for Search Engine Optimisation	export product to be easier to find; 10.2 Work with specialized software in order to report the amount of page views, of orders, of countries, ordering on the site
---	--

Part 3: Soft Skills

Learning Outcomes	Assessment Criteria
The learner will:	The learner can:
11. Be able to apply strategies in order to manage time and energy effectively	11.1 Plan to make the most of every day 11.2 Deal with distractions 11.3 Break down tasks into smaller tasks 11.4 Assess his/her energy levels
12. Be able to investigate complex issues, determine the source of a problem, make decisions and develop effective solutions (Problem solving and Analytical Skills)	12.1 Define a problem 12.2 Find the root cause 12.3 Generate a list of all possible solutions to a problem 12.4 Select a solution 12.5 Carry out the solution selected 12.6 Evaluate the solution selected
13. Be able to think on novel concepts and to blend concepts (Creativity)	13.1 Formate ideas 13.2 Apply innovative techniques 13.2.1 Research of inspiration 13.2.2 Explore possibilities 13.3 Make and analyse decisions 13.4 Have a sense of design and aesthetics 13.5 Have a functional sense and a sense of what makes something useful
14. Recognise situations where s/he needs to react and be flexible and plot out his/her own abilities to adapt to change, and decide how s/he might need to improve these.	14.1 Deal with setbacks 14.2 Create support networks 14.3 View change as a natural part of life 14.4 Have a positive attitude to other people's suggestions about how s/he might do things differently 14.5 Keep up to date with industry trends