<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Digital Interface Optimisation</th>
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<tbody>
<tr>
<td>TSC</td>
<td>Website Performance Management</td>
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<tr>
<td>TSC Description</td>
<td>Design mechanisms to identify website maintenance, administration, or performance problems, as well as generate website performance benchmarks reports and record outcomes against specifications</td>
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<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
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<th>Level 5</th>
<th>Level 6</th>
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<td></td>
<td>RET-DIO-2004-1.1</td>
<td>RET-DIO-3004-1.1</td>
<td>RET-DIO-4004-1.1</td>
<td>RET-DIO-5004-1.1</td>
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<tr>
<td>Identify performance issues and suggest improvements to website design, perform website maintenance and maintain website security</td>
<td>Benchmark and document website performance and implement proposed improvements</td>
<td>Review website performance reports and facilitate the implementation of policies and procedures to maintain the stability of website-related actions and processes</td>
<td>Design mechanisms to identify website maintenance, administration or performance problems, develop policies and procedures to maintain stability of website-related processes and establish website performance benchmarks based on business requirements</td>
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**Knowledge**

- Organisation's IT strategies and policies
- Website testing
- Website administration
- New technologies, hardware, software and networks for e-commerce
- Key performance indicators for website management
- Webmaster tools and analytics
- Website administration guidelines

**Abilities**

- Test the website operation and maintenance requirements against the specifications and business requirements
- Identify faults or suggest improvements to the website
- Track user activities
- Document and implement the website maintenance schedules
- Maintain website security measures
- Update web performance by conferring with vendors and services, developing, evaluating and installing enhancements and new software
- Manage website troubleshooting
- Evaluate actual website performance against performance benchmarks in key areas and record the outcomes
- Implement improvements according to the business requirements
- Secure web systems by developing system access, monitoring, control and evaluation, testing disaster recovery policies and procedures
- Review website performance reports and ensure that performance benchmarks are tested
- Facilitate the implementation of policies and procedures to maintain the stability of actions and processes related to the website
- Develop website administration, management and maintenance guidelines
- Select hardware, software and networks for e-commerce website operations
- Establish website performance indicators and monitoring tools
- Devise parameters to measure website performance in terms of stability and responsiveness
|   |   |   | Escalate website problems to relevant parties |   |   |   |