SIRXECM002 Prepare digital content

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to prepare written and visual digital content for use across online platforms and ecommerce sites. It requires the ability to determine content requirements, create content that aligns with both organisational and customer needs, and complete content uploading.

It applies to individuals working in operational roles in a diverse range of businesses that operate online to sell products and services. They operate with some independence, under limited supervision and guidance from others, and within established organisational policies and procedures.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Ecommerce

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Determine digital content needs.	1.1. Determine organisational written and visual digital content needs.
	1.2. Access and review organisational templates and content style guides to inform content development and ensure content consistency.
	1.3. Identify platform functionality and limitations to inform

content development.

1.4. Determine use of content across internal and external platforms to inform content development and allow ease of use across multiple platforms.

1.5. Access product and organisational information required for content development.

1.6. Plan content development that aligns with organisational branding and marketing activity.

2. Develop written content.	2.1. Develop written content that aligns with organisational style guide, branding and marketing activity.
	2.2. Produce accurate and detailed written content that aids customer browsing and purchasing.
	2.3. Use text styling that provides a clear hierarchy of content.
	2.4. Use copywriting techniques that encourage customer engagement.
	2.5. Plan and use keywords for search engine optimisation.
	2.6. Check for correct use of grammar and spelling and make any required amendments.
	2.7. Seek feedback from relevant personnel and make any required amendments to written content.
3. Develop visual content.	3.1. Source visual content that connects with the target market and aligns with organisational style guide, branding and marketing activity.
	3.2. Edit visual content to generate high quality and appealing visual content.
	3.3. Ensure visual content accurately represents products and services.
	3.4. Seek feedback from relevant personnel and make any required amendments to visual content.
4. Upload digital content.	4.1. Gain approval for written and visual content.
	4.2. Upload content to digital platforms using approved file extension scheme.
	4.3. Arrange content in a logical design for improved user experience.
	4.4. Ensure content is displayed in a visually appealing manner.
	4.5. Seek input of relevant personnel to ensure accuracy and relevance of written and visual content.
	4.6. View the content in closed contention mode, test on

multiple devices, and make any required amendments.

4.7. Archive content and ensure version control is applied to track content history.

4.8. Ensure content is securely stored and backed up.

Foundation Skills

FOUNDATION SKILLS

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Technology skills to:	• upload images, text files, PDF files, audio files and video files and link associated files • import and export software functions • edit and format written and visual content.

Unit Mapping Information

No equivalent unit

Links

Companion Volume Implementation Guides - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d