

Digital Content Management: A Competency Framework

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Abstract

Digital content creation is being carried out in different ways in cyberspace and using different platforms by professionals and the general public. But effective content accounts for a small percentage of all content produced and published. Creating value from digital content requires proper management based on professional competencies. In fact, digital content management as a professional task requires specific competencies. In this paper, with a process-oriented perspective, the components of a professional competency framework for digital content management are identified and presented. This content can be a good starting point for extensive research in the field of professional competencies for digital content management.

Keywords: Digital Content Management, Competency profile, Competencies, Competency Framework.

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1. Introduction

The creation and dissemination of digital content is a multifaceted and dynamic process, so managing the production process and creating the context is a complex and multidisciplinary task. In other words, digital content management requires a variety of digital management. On the other hand, digital content management is a professional task. An important part of the competencies required for digital management is acquired through training. With the enormous development of digital carriers, the need for digital management is accelerated.

Content has always been important and required for decision-making, action, and implementation in various steps. Most of the content is being used in educational affairs but is not limited to it. This article looks to provide a competency profile for digital management.

Digital Content Management

Digital content management refers to the set of tasks associated with the process of sourcing, producing, storing, organizing, and value-creating of content for an organization, application, or special purpose. Digital content management is defined as a continuous effort to create content or turn ideas into content and implement it in digital formats. Each of the modules that form a digital content management task requires specific competencies. Creating a connection between the requirements and the digital content product is the most important part of digital content management. Digital content management falls into two general categories: The first category: Managing the purchased content, and the second category: Managing the produced content.

Content that is already ready must be carefully selected and organized based on the requirements of the organization and be accessible to users using the appropriate tools. The main feature of ready-made content is its inflexibility for manipulation and subsequent changes. Ready-to-prepare content should be carefully evaluated and audited before commencing the creation of an organizational knowledge repository to ensure that they are fully compliant with the organization's content preparation policies.

Content being prepared allows managers to consider their specific needs and create usable and engaging content using the right tools.

The selection of human resources, technologies, production methods, and operational capabilities is based on the anticipated needs. Although it is not possible to make a definite decision about the desirability of one method, digitally produced content has more flexibility than purchased content. In contrast, ready-made content may be more affordable.

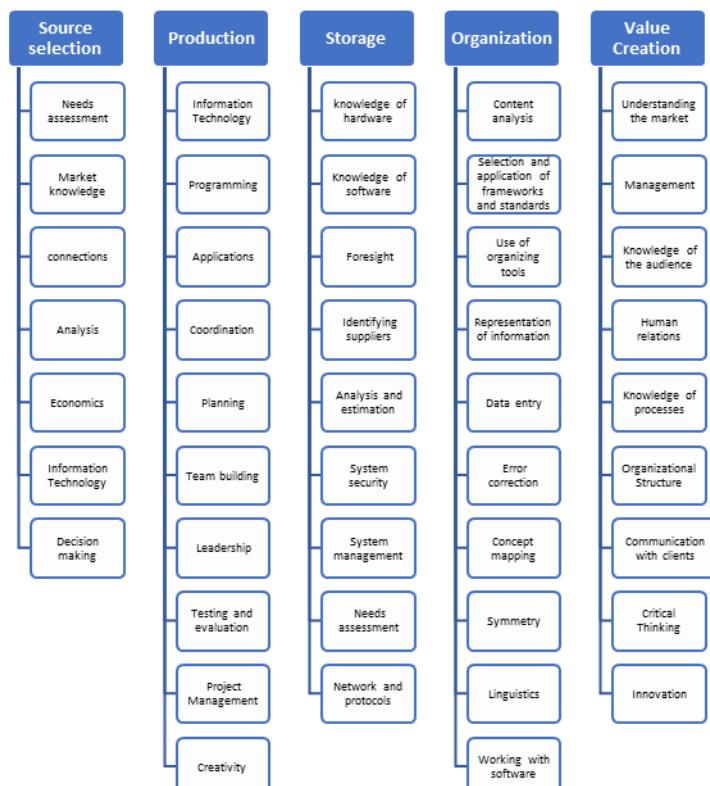


Figure 1. A competency framework for digital content management

Although digital content management requires special competencies, each of the constituent modules also requires specific competencies, which are briefly mentioned below.

Source selection

Selecting and providing the resources needed to produce content is one of the important tasks of content management. The person in charge of resource selection should have the following qualifications:

- Needs assessment
- Market knowledge
- Connections
- Analysis
- Economics
- Information Technology
- Decision making

Having these competencies helps the individual to select and provide the most appropriate resources for subsequent content production processes.

Production

The process of producing digital content is a complex process that requires working with different teams. Those who manage the production process need a variety of competencies. Some of them are:

- Information Technology
- Programming
- Applications
- Coordination
- Planning
- Team building
- Leadership
- Testing and evaluation
- Project Management
- Creativity

Digital content production managers may also use consultants to carry out their tasks. But being equipped with the required knowledge and skills can help speed up the production process and improve product quality.

Storage

Storing digital content may seem like a simple task, but everything that is produced would be actually retrievable and accessible after the storage phase is done. Most of the storage process is a specialized and technical task, but the management of this process requires competencies, the most important of which are as follows:

- knowledge of hardware
- Knowledge of software
- Foresight

- Identifying suppliers
- Analysis and estimation
- System security
- System management
- Needs assessment
- Network and protocols

The specialists who manage the storage process actually assure the organization that the data and information stored in the systems are secure and will be available when needed.

Organization

Resource organization is a dynamic, analytical, and effective task. Those who work in the field of content organization provide the necessary platforms to make content accessible. The most important competencies of these specialists are:

- Content analysis
- Selection and application of frameworks and standards
- Use of organizing tools
- Representation of information
- Data entry
- Error correction
- Concept mapping
- Symmetry
- Linguistics
- Working with software

Content organization is about connecting with other content on the one hand and being relevant to users on the other. That is why managing the organizing process is one of the most sensitive tasks of digital content management.

Value creation

Creating value from the content produced or purchased as the last link is very important. The productivity of all the factors involved in the production of digital content depends entirely on the level of value creation. Value creation of content is achieved as a result of the relationship between production and use. Content value creation requires a variety of competencies, some of the most important of which are:

- Understanding the market

- Management
- Knowledge of the audience
- Human relations
- Knowledge of processes
- Organizational Structure
- Communication with clients
- Critical Thinking
- Innovation

Creating a link between digital content and the organizational value chain can increase an organization's ability to finance and provide logistical support for content production.

Conclusion

Digital content management as a multidimensional concept to be manufactured requires different competencies. Diversity of competencies does not mean fragmentation, but rather the need for greater coordination to produce effective and usable content. Digital content management competencies should not be confused with the skills required by a professional, such as working with content production software that producers benefit from. Digital content management competencies are essential for the optimal management of content production processes. What is presented here can be used as a starting point for extensive research to accurately identify and provide a well-established digital content management competency framework.

Currently content has many usages. From advertising to training and customer relationship processes, everyone needs content. The production of amateur content is done by the general public and some organizations on social networks or other Internet platforms. But they are not considered as valuable and professional content. Achieving value-creating content requires the establishment of efficient processes and professional competencies. Paying attention to competencies and enriching them is essential for producing and disseminating effective content.