

**Data analysis** Extract, analyse and translate useful information from the company's data set. Knowing how to harness the data is essential to understand own business and its future. Ability to use the data analysis for campaigns, content and product/service development.

### Technical Skills, incl. legislation and IPR

Basic

Quickly examines a topic, finds facts, learning materials, or experts by using relevant search engines or databases software;  
Gathers data under supervision, back-up and duplicate data on devices;  
Ability to encrypt, password-protect or otherwise secure access to data;  
Considers data credibility and source;  
Understands how data search robots process and index digital resources

Intermediate

Applies different methods to identify compromised data, phishing and malware;  
Carefully considers security, availability and legality when content is stored;  
Ability to prepare data reports through filtering of data sets through application of filtering criteria.

Proficient

Ability to perform in-depth research for complex information and digital footprints;  
Knowledge of pros and cons of different data storage options;  
Ability to make efficient use of databases to store data and to use databases software;  
Ability to interpret data and make decisions based on data reports;

Expert

Trends capturing based on data reports;  
Decision-making based on captured trends in datasets;  
Monitoring and careful in-depth consideration on security, accessibility and legality when content is used or stored.

### Social-emotional skills

Basic

Ability to identify strengths in self, community and culture;  
Sets and monitors personal goals;  
Reflective listening.

Intermediate

Bases decisions on safety, social and ethical considerations;  
Be aware of own judgements and biases in handling data;  
Evaluates consequences of different actions.

Proficient

Builds relationships with diverse individuals and groups;  
Profound listening skills;  
Proper stress identification, tolerance and control;  
Adaptability to change.

Expert

Profound level of self-control and control of social relationships in the team;  
Self-motivation and ability to motivate others;  
Makes constructive safe choices and decisions based on data;  
Perspective thinking.

## Cultural responsive skills

### Basic

Demonstration of empathy;  
Recognition of cultural diversity;  
Respectfulness for diversity in team and in handling data;  
Integrity and accountability.

### Intermediate

Inclusiveness of different opinions;  
Perceptiveness to cultural implications;  
Appropriate use of humour;

### Proficient

Recognises basic features of different corporate cultures;  
Ability to take into account cultural specifics in multi-cultural teams;  
Use of foreign language at Europass level C.

### Expert

Demonstration of discretion in handling data;  
Ability to encourage diversity in the team;  
Ability to manage and mentor teams with diverse cultural background;  
Use of at least one foreign language at Europass level C and at least one more at Europass level B.

## Creative Skills

### Basic

Demonstrates curiosity and joy to experiment with new digital devices and ways for capturing data;  
Creative organisation of own work and tasks to optimize own performance;  
Demonstrates acceptance to new ideas and new knowledge without

### Intermediate

Ability to find new ways to express own ideas;  
Ability to find something new in existing concepts;  
Embraces the spirit of unknowing, show joy in experimenting and play;  
Familiar with forms of expression of new concepts and ideas.

### Proficient

Willingness to question everything and never stop asking questions, "What if...";  
Ability to use various thinking techniques such as brainstorming, design thinking, 6 thinking hats, etc. for generation of ideas and finding new solutions to existing problems;  
Familiar with tools to turn new concepts and ideas in datasets to support new

### Expert

Confidence in being flexible, adaptable and functioning well with uncertainty and incomplete set of data;  
Makes balanced hypotheses, explores ways of their verification and provides guidance;  
Evaluates impact and probability of success of various options;  
Ability to apply creative process to various situations and teams.