

Digital Skills

A resource for developing job descriptions and job postings and conducting interviews

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Tasks & responsibilities	Helpful skills & experience	Job interview questions
<p>Maintain office technology</p> <ul style="list-style-type: none"> • Understand goals of the organization, expectations of the employer and user needs • Configure hardware (e.g. computers, laptops, modem, router, server, printers, mobile phones, tablets) and software (e.g. database, word processing) 	<p>Experience with a team/office environment</p> <p>Experience with a range of software and service platforms (e.g. MS Office, Google Suite, Zoom, Constant Contact)</p> <p>Experience installing and setting preferences of software</p> <p>Experience configuring individual devices (e.g. smartphone, laptop)</p> <p>Experience configuring and/or supporting a networked environment</p> <p>Research skills</p> <p>Attention to detail</p>	<p>What software and platforms are you familiar with? Describe how you have used them.</p> <ul style="list-style-type: none"> • Comfort with technology including platforms you may not use in your organization (e.g. YouTube, TikTok, gaming platforms) but that demonstrates skills and interest with a range <p>Give examples of how you have set up computers, phones and other hardware.</p> <ul style="list-style-type: none"> • Setting up new phones for self and family • Setting up home networks, including firewalls <p>Have you ever worked in a networked environment? What are things to keep in mind with a networked environment?</p> <ul style="list-style-type: none"> • Compatibility of equipment • Currency of equipment and software • Security strategies such as firewalls, strong passwords, backups, up-to-date technology <p>Give an example of how you figured out software (including apps), devices and other equipment that were new to you. What steps did you take? What did you do when you got stuck?</p> <ul style="list-style-type: none"> • Comfort with technology and problem solving • Ability to convey technical information • Awareness of security issues

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<p>Maintain an inventory of all hardware and software</p> <ul style="list-style-type: none"> • Including licensed platforms (e.g. MS 365, Zoom, Canva) • Identify all technology used by the organization • Establish and maintain a listing of all software and platforms, including licenses and user accounts • Develop and maintain map of in-house equipment • Establish and maintain a listing of location of any mobile devices (e.g. phones, laptops) including staff sign outs 	<p>Familiarity with a variety of technology</p> <p>Research skills</p> <p>Attention to detail and accuracy, record-keeping</p> <p>Written and visual communication skills</p>	<p>What are some of the components of a typical office computer network?</p> <ul style="list-style-type: none"> • Components: computers, monitors, modem, router, switch (formerly hub) printers, wifi, firewall, server/cloud • Awareness about compatibility and security issues • Ability to convey technical information

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<p>Evaluate existing hardware and software</p> <ul style="list-style-type: none"> • Including licensed platforms (e.g. MS 365, Zoom, Canva) • Assess relevance, staff use, cost, security, duplication • When necessary, seek and work with external support • Recommend actions or changes to improve effectiveness of technology 	<p>Awareness of a wide-range of technologies</p> <p>Research skills</p> <p>Interest in exploring new technology</p> <p>Ability to identify problems faced by staff and the organization that could be resolved with the appropriate technology, training and/or procedural or configuration changes</p> <p>Willingness to seek support and work with others to problem-solve issues</p>	<p>Tell us about a technology you’ve recently used to resolve a problem.</p> <ul style="list-style-type: none"> • Problem solving and troubleshooting • Comfort with researching technology <p>Tell us about a time you helped someone else figure out a problem they had with a technology, for example, helping someone with their computer or an app or software program.</p> <ul style="list-style-type: none"> • Ability to understand systems and problem solve • Ability to communicate with others who are less experienced and/or comfortable with technology • Comfort with and awareness of a range of technology • Knowledge of where to learn about new technology
<p>Procure technology</p> <ul style="list-style-type: none"> • As required, identify and compare options • Develop vendor relationships 	<p>Written and verbal communication skills, in particular, the ability to engage with sales people</p> <p>Research skills</p> <p>Assessment skills and ability to prioritize</p>	<p>Have you ever been responsible for identifying a technology for purchase? What were your considerations?</p> <ul style="list-style-type: none"> • e.g. price, privacy of data, security, functionality, ease of use • Bonus mark: ask for a non-profit rate

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<p>Monitor technical security</p> <ul style="list-style-type: none"> ● Work with IT security experts to establish and maintain a secure system ● Monitor areas of vulnerability ● Stay abreast of security issues for non-profit organizations as well as IT security services ● Support the development of security breach policies and procedures ● Support staff to avoid external attacks 	<p>Knowledge of security issues and potential solutions</p> <p>Research skills</p> <p>Willingness to seek support and work with others to problem-solve issues</p> <p>Attention to detail</p> <p>Ability to respond quickly in crisis</p> <p>Knowledge of privacy concerns and obligations</p> <p>Experience developing policies and procedures</p> <p>Experience providing technical support or training, particularly to people of varying degrees of digital literacy</p>	<p>What are potential technically-related security issues for a non-profit organization?</p> <ul style="list-style-type: none"> ● External attacks (phishing, malware, viruses, ransomware) resulting from: <ul style="list-style-type: none"> ○ No firewall or an insufficiently set up one ○ Weak passwords ○ Out-of-date technology ○ Human error ● Internal problems: <ul style="list-style-type: none"> ○ Too many people with privileged access to databases, websites, etc. ○ Disgruntled employees ○ Lack of adherence to privacy policies <p>Have you ever encountered malware or another form of external attack in your personal or professional life? What did you do?</p> <ul style="list-style-type: none"> ● Remain calm ● Explore and document problem ● Seek support as required ● Follow procedures or IT support advice ● Improve security for the future: anti-virus, stronger passwords, firewall

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<p>Manage vendor relationships and licensing</p> <ul style="list-style-type: none"> ● Maintain up-to-date records on each vendor ● Maintain a renewal schedule for domains and other licenses and ensure renewals are undertaken in a timely fashion ● Monitor pricing and when appropriate investigate options to reduce costs 	<p>Written and verbal communication skills</p> <p>Administrative and record-keeping skills</p> <p>Attention to detail</p> <p>Research skills</p>	<p>Have you ever been responsible for technology-related accounts? If so, tell us about what’s involved.</p> <ul style="list-style-type: none"> ● Maintaining up-to-date account info (contact info, credit card number) ● Paying bills in a timely fashion ● Communicating needs clearly, maintaining records of communications ● Monitoring pricing ● Monitoring licensing renewal schedule

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<p>Liaise with external IT services</p> <ul style="list-style-type: none"> ● Gather relevant information from users about usage problems ● Communicate with external IT services to problem-solve issues in a timely manner ● Explain technical information to users with varying degrees of digital literacy 	<p>General understanding of technical issues and solutions</p> <p>Ability to trouble-shoot with technology</p> <p>Excellent written and verbal communication skills, in particular, ability to</p> <ul style="list-style-type: none"> ● Gather relevant information from users about problems ● Interpret technical responses from IT ● Explain technical information to people with varying degrees of digital literacy 	<p>Have you ever liaised with an external IT service on behalf of an organization? If not, tell us about a time you had to work with a company to resolve a technical problem for yourself (e.g. phone company, internet service provider). What did you do to achieve your goal?</p> <ul style="list-style-type: none"> ● Clearly describe the problem: what happens, when it occurs, what you have done to try and resolve it ● Ensure you understand the steps required that will resolve the problem ● Maintain a document of the exchange ● Be courteous and patient, and if necessary, firm and persistent

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<p>Coordinate database</p> <ul style="list-style-type: none"> ● Follow and/or develop protocols ● Monitor and/or conduct data input ● Troubleshoot issues ● Train staff ● Configure settings ● Generate reports ● Liaise with vendor 	<p>Experience using a data management and/or client relationship management (CRM) (e.g. Constant Contact)</p> <p>Knowledge of privacy, confidential and security issues</p> <p>Attention to detail, accuracy</p> <p>Experience with tracking metrics</p> <p>Experience working with vendors/IT support</p>	<p>Tell us about experience you have with databases. What are important things to keep in mind when using a database?</p> <ul style="list-style-type: none"> ● Data must be inputted accurately, consistently and concisely ● The privacy and security of data is critical ● Bonus: For security and privacy, ensure that only those people whose responsibilities are directly related to the data have access to it
<p>Coordinate user accounts</p> <ul style="list-style-type: none"> ● Create new and update current user accounts ● Adjust user access and privileges ● Provide technical support to users ● Generate reports 	<p>Attention to detail, accuracy</p> <p>Knowledge of privacy, confidential and security issues</p> <p>Experience providing technical support or training, particularly to people of varying degrees of digital literacy</p> <p>Experience with data management</p> <p>Experience with tracking metrics</p>	<p>Have you ever managed user accounts, such as those in an email program or website? What’s involved?</p> <ul style="list-style-type: none"> ● Understand how the platform ● Understand how to create/change/close accounts ● Awareness about and abiding by criteria for access and levels of privilege ● Provide information to others on how to use the platform ● Awareness about relevant policies guiding user conduct ● Respect users’ privacy

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<p>Train staff and clients on programs and platforms</p> <ul style="list-style-type: none"> ● Provide orientation to new users ● Provide one-on-one support as needed ● Develop tip sheets and other guiding resources ● Share links to online training and resources ● Deliver group trainings when a new tool is introduced to the organization 	<p>Excellent written and verbal communication skills</p> <p>Experience providing technical support or training, particularly to people of varying degrees of digital literacy</p> <p>Experience with a variety of technologies</p> <p>Research skills</p>	<p>Have you trained others on how to use technology? If so, tell us about it? If you haven't, what do you think is required?</p> <ul style="list-style-type: none"> ● Understand the technology ● Understand how the person needs to use it ● Learn what they already know ● Begin with simplest steps first ● Provide clear, concise instructions that may need to be delivered slowly and repeated ● Demonstrate how to use the technology ● Encourage them to use the tech with you ● Check in that they understand what you've shared ● Show them how to get more information

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<p>Coordinate video conferencing</p> <ul style="list-style-type: none"> • Coordinate and provide technical support during virtual meetings, webinars and events • Train staff on use, including security • Stay abreast of security and effectiveness of current account settings, vendor package and the platform itself as it compares to other video conferencing platforms 	<p>Familiarity with video conferencing</p> <p>Attention to detail</p> <p>Awareness of potential security and access issues</p> <p>Ability to troubleshoot under pressure</p> <p>Verbal communication skills</p> <p>Experience providing technical support or training, particularly to people of varying degrees of digital literacy</p> <p>Research skills</p>	<p>Describe the process involved in setting up a virtual event for a group of external participants.</p> <ul style="list-style-type: none"> • Set up meeting in the video conferencing platform, including any polls • Plan and implement security procedures • Provide access information to participants • Set up polls • Admit participants to the event • Manage or support slide show and chat • Provide instructions (e.g. emojis, screen share) • Collect data <p>What are some of the things that can go wrong in a video conference and how would you manage them?</p> <ul style="list-style-type: none"> • Poor connection: turn off video, log off and back on, use phone-in option if available • No sound: log off and back on, use phone-in option if available • Loud background noise: mute participants • Presenter unable to share their slides: get slides from them ahead of time and share on their behalf • Abusive participant: mute, turn off video if possible, identify if possible and remove; establish security protocol, including password before setting up meeting

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<p>Coordinate social media</p> <ul style="list-style-type: none"> ● Develop content, in collaboration with others ● Monitor and develop responsive, time-sensitive content ● Cultivate and grow the community ● Respond to messages from individuals, including those from support seekers ● Adhere to policies, procedures and branding ● Identify potential opportunities and challenges and respond accordingly ● Support strategic planning and policy development ● Generate reports 	<p>Familiarity with the social media environment</p> <p>Collaborative</p> <p>Excellent written communication skills</p> <p>Diplomatic</p> <p>Attention to detail</p> <p>Experience with graphic design programs (e.g. Canva)</p> <p>Creative</p> <p>Experience with tracking metrics</p>	<p>Tell us about some of the differences between SM platforms?</p> <ul style="list-style-type: none"> ● Facebook: older audience, informal, anonymous chat an option ● LinkedIn: professionals, more formal, fundraising and job postings ● Twitter: many professionals including journalists ● Instagram: highly visual ● Tiktok: younger audience, video <p>How have you run a social media account for an employer in the past? If yes, tell us about it.</p> <ul style="list-style-type: none"> ● Public education campaigns, service and event promotion, increasing followers/community ● Following policies and procedures when support seekers contact the organization <p>How have you run a social media account for an employer in the past? If not, tell us about what you've learned using social media personally.</p> <ul style="list-style-type: none"> ● Review before you post: check spelling and grammar, consider implications and reactions ● Privacy settings, limits on sharing personal information, safety and security ● How to increase interest, e.g. timeliness, clear writing, humour, images

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<p>Maintain website</p> <ul style="list-style-type: none"> ● Develop content, in collaboration with others ● Update old content including monitoring and fixing dead links ● Maintain and improve the site’s structure ● Monitor site security ● Support search engine optimization ● Liaise with web host ● Adhere to policies, procedures and branding ● Identify potential opportunities and challenges and respond accordingly ● Support strategic planning and policy development related to the organization’s public profile ● Generate reports 	<p>Familiarity with website content management systems (CMS) such as WordPress, Wix, or combined experience in other areas (e.g. social media, very skilled with MS Office)</p> <p>Attention to detail</p> <p>Organization skills</p> <p>Collaborative</p> <p>Excellent written communication skills</p> <p>Awareness of potential security concerns</p> <p>Experience manipulating image files and other graphic design skills</p> <p>Experience with tracking metrics, such as Google Analytics</p>	<p>Have you ever maintained a website? What’s involved?</p> <ul style="list-style-type: none"> ● Understand who the primary audience is and the goal(s) of the site ● Understanding how the information on the site is organized; new information is added in a way that is consistent with this organization ● Content must be accurate, concise and easy to read ● Content should reflect the goal of the site/mandate of the organization and be approved by the appropriate person before it is public ● Maintain consistent style, formatting, images, language throughout the site ● Administrative access should be limited, passwords strong and updated regularly, suitable plugins or other security measures in place