**Draft**

**Knowledge Asset Manager**

The Knowledge Asset Manager is responsible for working with all operational business units to create and retain a collection of information and knowledge that can be used to help the organization achieve its strategic goals and objectives.

**Reporting Relationship**

There seems to be several possible options for the location of the KM Asset Manager in an organization:

1) Reporting to a CKO/KM Leader in a KM center

2) Reporting to a CIO/Information Services leader

**KM Asset Manager Competencies:**

The competencies necessary for a KM Asset Manager will include the following knowledge, skills, abilities, and attributes.

**Knowledge:**

1. Knowledge of how to conduct knowledge asset audits
2. Knowledge of how to develop an enterprise-wide knowledge strategy that will support the organization’s business strategy
3. Knowledge of restructuring and change management processes and techniques
4. Knowledge of how enterprise content is managed and its impact on decision-making and innovation at every level within the organization
5. Knowledge of how to determine ROI for the development, acquisition, and maintenance of knowledge assets
6. Knowledge and understanding of the KM strategy and road map for the organization and the business units or service
7. Knowledge of business unit databases and web sites to determine the appropriate security levels and relevance to protecting the content, intellectual capital, and knowledge content resources of the organization
8. Knowledge of current enterprise content management processes required for organizing content so it can be discovered and managed throughout its life cycle
9. Knows how to support and maintain the content management needs of KM-related leadership business unit or service line leadership teams
10. Knowledge of how to conduct a knowledge asset/content inventory to identify and prioritize information assets that support the organization’s mission and strategic initiatives
11. Knowledgeable about content management design and development tasks
12. Knowledgeable about the essential sources of knowledge, internally and externally, needed by the organization
13. In-depth knowledge of Enterprise Content Management processes
14. Knows how to coordinate, promote, share, and leverage content knowledge and information resources across the organization
15. Knowledge of content management processes that focus on organizing knowledge to answer information requirements
16. Knowledge of developing a taxonomy or structure for storing and managing content
17. Knowledge of how to accumulate various internal and external sources of content for assigned areas, and share the information with other KM and user knowledge-related team members
18. Knows how to build, develop, and maintain content management systems
19. Knows how to assist customers and KM user communities in increasing effectiveness efficiency of content

**Skills:**

1. Skilled at identifying and cataloging the knowledge assets supporting the organization’s intellectual infrastructure
2. Skilled at taking ownership of business unit or enterprise knowledge, to enable the provision of access to information, knowledge, and strategic learning across the organization
3. Skilled at conducting a comprehensive examination, review, assessment and evaluation of an organization’s knowledge content and abilities
4. Skilled at creating value for employees, customers, and shareholders/stakeholders through knowledge sharing
5. Skilled at capturing, retaining, and making information, knowledge, or strategic learning content available for use, re-use, or the development of new knowledge
6. Skilled with the search technology that offers self-service access to locating information the for the knowledge workers
7. Skilled at conducting systematic examination and evaluation of explicit, tacit, or cultural knowledge assets in an organization
8. Skilled at planning the enterprise knowledge strategy or revising or enhancing a strategy that may already exist
9. Skilled at identifying and implementing tools, techniques, and processes to ensure that the organization is positioned to take best advantage of its knowledge assets for the benefit of the larger enterprise.
10. Skilled at performing fact-finding, analysis, interpretation, and reporting activity of the organization’s information, knowledge policies, knowledge structure, and knowledge flow
11. Skilled at providing procedures for identifying content within newly created knowledge
12. Skilled at facilitating collaboration by broadening content availability and making it easier to share knowledge
13. Skilled at submitting newly developed content for approval or validation with other organization business units, as required
14. Skilled at providing version control procedures for managing content as the content evolves through the organization
15. Skilled at identifying the organization’s needed content, when it is needed, the desired format, and how it must be made available to help the organization accomplish its business strategy mission
16. Skilled at determining where and how content will be created, organized, applied, and transferred
17. Skilled at standardizing content
18. Skilled at using templates to ensure all data are entered properly
19. Skilled at archiving, labeling, and identifying structured and unstructured information
20. Skilled at moving outdated and irrelevant knowledge from databases and user repositories
21. Skilled at reviewing content that exceeds a specified retention date or does not meet usage benchmarks
22. Skilled at using metrics to determine how effectively knowledge is contributing to understanding and decision making and whether knowledge is being shared or used
23. Skilled at making knowledge content visible in appropriate repositories, insuring the reliability of the information
24. Skilled at creating and maintaining data asset catalogs that are searchable by user-friendly applications
25. Skilled at making knowledge products accessible, understandable, reliable, and searchable by a variety of users. Skilled at establishing content metrics to track user behavior, identify trends, and improve service quality
26. Skilled at supporting the organization’s KM policies and procedures regarding content management
27. Skilled at facilitating knowledge transfer between business units and organizational leaders
28. Skilled at developing comprehensive document naming conventions, data tagging policies, and data organization for the business units
29. Skilled at training staff members on how to obtain explicit knowledge stored in knowledge networks, databases, and information systems
30. Skilled at coordinating with the CKO/KM Leader and other business unit leaders and user groups at incorporating current standards to improve information search and retrieval across various data sources
31. Skilled at demonstrating and understanding key issues in a complex situation
32. Skilled at producing high-quality, on time work products
33. Skilled at managing multiple projects in an organized and systematic manner
34. Skilled at demonstrating a responsive, reliable, client-oriented approach
35. Skilled at anticipating user content needs
36. Skilled at effective listening skills and being open to others opinions and feedback
37. Skilled at influencing and persuading others
38. Skilled successfully managing projects, prioritizing work tasks, and demonstrating the ability to handle multiple assignments concurrently
39. Skilled at serving as a trusted business advisor in identifying customer’s content needs, and synthesizing information requirements
40. Skilled at developing an overall content management strategy to address the content business needs
41. Skilled at developing good business cases and the rationale for the recommendations
42. Skilled in the use of KM content management tools and applications
43. Skilled at working with other KM Content Specialists throughout the organization
44. Skilled at holding KM content management teams accountable for the currency and reliability of content management repositories

**Abilities:**

1. Ability to determine who manages the documents
2. Ability to determine what technology is available for management of content
3. Ability to develop templates for storage and presentation of documents
4. Ability to develop content management processes for internal management
5. Ability to determine if the unit or organization will manage and identify their documents
6. Ability to determine roles and access rights for content
7. Ability to determine workflow for content
8. Ability to determine the level of access that documents need by potential user
9. Ability to determine a timetable for content retention and validity checking
10. Ability to develop taxonomies for special content applications
11. Ability to develop content management processes and roles for content specialist within the organization’s business units
12. Ability to use information management software tools and capabilities to organize and integrate content management among user groups
13. Ability to supervise and conduct KM process training, including content management procedures for staff members
14. Ability to deliver content analyses through effective communication, written and oral presentation, to all levels of management within the organization
15. Ability to demonstrate excellent technical written and verbal communications
16. Ability to work in a team environment using effective interpersonal skills
17. Ability to achieve positive results through influence, leadership, and coaching
18. Strong analytical and problem solving abilities
19. Ability for attention to detail and accuracy
20. Ability to maintain confidential information and the trust of others
21. Ability to work flexible hours to accommodate the customer’s needs
22. Ability to deliver consistent results individually and in a team environment
23. Ability to give effective presentations at all levels within the organization
24. Ability to project manage and complete multiple tasks in a fast-paced environment
25. Ability to utilize research and analytical techniques
26. Ability to bring clarity and definition to projects that are often highly unstructured, initially ambiguous, and complex

**Attributes:**

1. Content expertise
2. Systems thinker
3. Process oriented
4. Detailed oriented
5. Planner
6. Coach
7. Mentor
8. Positive attitude
9. Influencer
10. Persuasive
11. Executive presence
12. Strong work ethic
13. Networker
14. Strategist
15. Flexible
16. Idea generator
17. Open minded
18. Fosters innovation
19. Strong project manager
20. Consensus builder

**Requirements:**

Bachelor’s degree or comparable work experience regarding content management

Master’s degree in Knowledge Management, or KM certificate supplemented by continuous learning in knowledge management

**Years of Experience:**

5-8 years proven, high quality KM experience in content management area, and/or related work experience