IO1 – A3 Skills for the new job roles report

Certified Digital Accessibility Training Project

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The present report is a result of two previously conducted studies:

- **IO1 – A1 Desktop research:** The analysis of digital accessibility skills, trainings, job roles, best practices and
- **IO1 – A2 Digital Accessibility Survey for stakeholders.**

Based on the analysis of the digital accessibility field (e. g. digital accessibility skills, the existing job roles, training, and best practices) and the needs for digital accessibility experts in Europe, four job roles were chosen to be developed. People in these newly established roles will also be trained and empowered with the necessary digital accessibility skills and knowledge during the Certified Digital Accessibility Training. The training will offer specialized courses for these following positions:

1. **Digital Accessibility Manager**,
2. **Digital Accessibility Tester**,
3. **Web developer with expertise in digital accessibility** and
4. **Web designer with expertise in digital accessibility**.

The Certified Digital Accessibility Training will offer education for becoming a Digital Accessibility Manager, and a Digital Accessibility Tester, which will be the new job positions that is open to candidates from any field, but meets certain requirements to qualify for the training.

Furthermore, the training will offer additional digital accessibility education specifically for web developers and web designers. This way, the previously mentioned professionals will be able to upgrade their existing knowledge of digital accessibility, and gain the title of Web developer or Web designer with expertise in digital accessibility.

The Certified Digital Accessibility Training will therefore enable freshly formed professionals to attend to the needs of all web and mobile applications users, especially the ones with disabilities, thus, ensuring undisrupted access to web and mobile applications for all.

Listed below (1 - 4) are the general skills that will be gained or strengthened during the Certified Digital Accessibility Training for specific digital accessibility job role, as well as the basic requirements for entering the training for specific digital accessibility job role.

1. JOB POSITION: Digital Accessibility Manager

DIGITAL ACCESSIBILITY SKILLS:

- Deep understanding of digital accessibility and its domains, also on the humanitarian level; having a sense of empathy,
- Knowledge and understanding of Web Content Accessibility Guidelines (WCAG, 2018), and its principles (perceivable, operable, understandable, robust),
- Ability to interpret and advise based on WCAG 2.0/2.1,
- Knowledge of Web Accessibility Initiative Accessible Rich Internet Applications (WAI-ARIA, 2018),
- Knowledge of User Agent Accessibility Guidelines (UAAG, 2018),
- Knowledge of Authoring Tool Accessibility Guidelines (ATAG, 2018),
- Ability to create and write accessible web content (including web page structure, proper headings, alt-text, captions, transcripts, links, tables etc.),
- Basic knowledge of assisting technology and the ways of its use,
- Knowledge of different types of disabilities, understanding the needs of people with disabilities and older people, and the barriers they experience,
- Good stakeholder management,
- Ability to develop a digital accessibility implementation plan and organizational policies on digital accessibility,
- Basic knowledge of authoring tools and content management systems,
- Basic knowledge of evaluation tools for checking digital accessibility,
- Ability to undertake and document a preliminary checks for digital accessibility,
- Describing the business case that influences an organization's web accessibility efforts,
- Explaining the role of the WAI guidelines and other components in achieving an accessible web.

ENTRY REQUIREMENTS:

- Management skills (planning, organizing, motivating, controlling),
- Experience in project management and strategic management,
- Organisational skills,
- Preparing uploading, and editing web content,
- Basic IT knowledge,
- Understanding the basics of digital accessibility and its aim,
- Knowledge of coordination of multiple tasks/task groups,
- Experience in teamwork,
- Ability to appropriately allocate time and resources.

2. JOB POSITION: Digital Accessibility Tester

DIGITAL ACCESSIBILITY SKILLS:

- Knowledge and understanding of Web Content Accessibility Guidelines (WCAG, 2018) and its principles (perceivable, operable, understandable, robust),
- Knowledge of Web Accessibility Initiative Accessible Rich Internet Applications (WAI-ARIA, 2018),
- Knowledge of User Agent Accessibility Guidelines (UAAG, 2018),
- Knowledge of Authoring Tool Accessibility Guidelines (ATAG, 2018),
- Deep understanding of digital accessibility and its domains, also on the humanitarian level; having a sense of empathy,
- Ability to use digital accessibility testing tools (Screen Readers, HTML-Checking Tools, Color and Contrast Checkers, GUI Automation Tools, Readability Analyzers),
- Knowledge of assisting technology e.g. Screen Reader, Dragon, Zoom and Colour contrast,
- Ability to select evaluation tools for checking digital accessibility,
- Knowledge of different types of disabilities, understanding the needs of people with disabilities and older people, and barriers they experience,
- Ability to undertake and document a preliminary check for digital accessibility,
- Knowledge of free available online tools for testing the accessibility of web pages,
- Knowledge of accessibility conformance evaluation,
- Basic experience in responsive web design.

ENTRY REQUIREMENTS:

- Knowledge of internet use,
- Openness to new technologies,
- Basic understanding of the needs of people with various disabilities,
- Basic IT knowledge,
- Understanding the basics of digital accessibility,
- Strong analytical skills,
- Ability to create clear bug report.

3. JOB POSITION: Web developer with expertise in digital accessibility

DIGITAL ACCESSIBILITY SKILLS:

- Knowledge and understanding of Web Content Accessibility Guidelines (WCAG, 2018), and its principles (perceivable, operable, understandable, robust),
- Knowledge of Web Accessibility Initiative Accessible Rich Internet Applications (WAI-ARIA, 2018),
- Knowledge of User Agent Accessibility Guidelines (UAAG, 2018),
- Knowledge of Authoring Tool Accessibility Guidelines (ATAG, 2018),
- Knowledge and understanding the needs of people with disabilities and older people, and barriers they experience,
- Deep understanding of digital accessibility and its aim, also on the humanitarian level; having a sense of empathy,
- Managing the technical aspects of web accessibility,
- Knowledge of accessible visual web design (and CSS),
- Ability to ensure accessibility of all interactive elements from keyboard,
- Creating accessible images, multimedia materials, tables and forms,
- Knowledge of accessible page structuring and providing clear and consistent navigation and orientation options,
- Ability to provide sufficient contrast between foreground and background,
- Conveying Meaning through Color,
- Ensuring that interactive elements are easy to identify,
- Ability to ensure that form elements include clearly associated labels,
- Ability to use headings and spacing to group related content,
- Ability to improve digital accessibility of an organization's existing website,
- Ability to provide meaning for non-standard interactive elements,
- Ability to associate a label with every form control,
- Ability to identify page language and language changes,
- Ability to write code that adapts to the user's technology,
- Ability to reflect the reading order in the code order.

ENTRY REQUIREMENTS:

- Extensive knowledge of ICT domains,
- Expert knowledge in web development, or degree in computer science,
- Knowledge of assisted technology (e.g. Screen Reader, Dragon NaturallySpeaking, Zoom and Colour contrast, JAWS, NVDA),
- Knowledge of web technologies/front end code (e.g. CSS, Java script and HTML).

4. JOB POSITION: Web designer with expertise in digital accessibility

DIGITAL ACCESSIBILITY SKILLS:

- Deep understanding of digital accessibility and its aim, also on the humanitarian level; having a sense of empathy,
- Understanding the needs of people with disabilities and older people, and barriers they experience,
- Ability to create a web content with sufficient contrast between foreground and background,
- Ability to provide easily identifiable feedback and controls for content that starts automatically,
- Ability to provide easy to identify interactive elements,
- Ability to provide clearly associated labels included to form elements,
- Ability to use headings and spacing to group related content,
- Ability to create designs for different viewport sizes,
- Knowledge and understanding of Web Content Accessibility Guidelines (WCAG, 2018), and its principles (perceivable, operable, understandable, robust),
- Knowledge of Web Accessibility Initiative Accessible Rich Internet Applications (WAI-ARIA, 2018),
- Knowledge of User Agent Accessibility Guidelines (UAAG, 2018),
- Knowledge of Authoring Tool Accessibility Guidelines (ATAG, 2018),
- Accessible visual web design (and CSS),
- Providing accessible web content, including accessible images, multimedia materials, tables and forms,
- Knowledge of accessible page structuring, site navigation and orientation,
- Conveying Meaning through Color,
- Supporting the ability to resize text,
- Ensuring that interactive elements are easy to identify.

ENTRY REQUIREMENTS:

- Knowledge of ICT domains,
- Expert knowledge and skills in web design, and designing programs such as Adobe, Photoshop, Illustrator etc.,
- Knowledge of assisted technology (e.g. Screen Reader, Dragon NaturallySpeaking, Zoom and Colour contrast, JAWS, NVDA),
- Knowledge of web technologies/front end code (e.g. CSS, Java script and HTML),
- Understanding basics of web accessibility,
- Graphic skills and creativity,
- Knowledge of graphics software, UX,
- Strong sense of esthetics,
- Experience in creation of visual art.

The list of skills, together with the previously conducted studies IO1 – A1 Desktop research: The analysis of digital accessibility skills, trainings, job roles, best practices, and IO1 – A2 Digital Accessibility Survey for stakeholders, will serve as a guideline for the next step in developing a Certified Digital Accessibility Training, which is forming a training curriculum and certification methodology (IO2) and developing of innovative training modules (IO3).