

Specification of Competency Standards for the Retail Banking

Unit of Competency

Product Development and Brand Marketing > 6.5 Product Promotion

Title	Produce promotion materials in alignment with corporate identity specification
Code	107485L4
Range	Produce different forms of promotional materials for a particular business area. This applies to promotional materials and products of different kinds
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Prepare promotional materials in various forms for production <p>Be able to:</p> <ul style="list-style-type: none"> • Cooperate with in house design team or external production house to design promotional materials such as corporate brochures, newsletters, press releases, web pages, e-marketing news, retail displays, signage, dealer information etc. as appropriate • Review and update the content of all sorts of promotional materials (e.g. product leaflets) when necessary • Arrange the production of approved promotion materials according to the promotion schedule 2. Liaise with IT teams to post promotional materials on web <p>Be able to:</p> <ul style="list-style-type: none"> • Draft the layout of web initiatives and online promotions calendar • Modify the online version of marketing materials to ensure content displayed through electronic means is aligned with the searching algorithm of search engines • Monitor the hit rate of the bank's product promotion web site and suggest improvement • Take appropriate actions to ensure the user friendliness of marketing materials displayed through electronic means 3. Ensure promotion materials produced can meet the internal standards of the bank <p>Be able to:</p> <ul style="list-style-type: none"> • Take steps to ensure marketing materials developed are in alignment with internal and external compliance requirements before their launch to the market • Inspect and review regularly to ensure the marketing materials are in alignment with the changed requirements of internal and external compliance.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Production of promotional materials in different formats. The production should be timely and the content is completely accurate and complied to the bank's internal guidelines
Remark	