

Specification of Competency Standards for the Retail Banking

Unit of Competency

Product Development and Brand Marketing > 6.6 Brand Marketing

Title	Formulate online marketing strategy to build corporate image
Code	107488L6
Range	Formulae bank-wide online marketing strategy for all business functions with an aim to build a positive corporate image
Level	6
Credit	4
Competency	<p>Performance Requirements</p> <p>1. Knowledgeable in bank marketing; conduct analysis and formulate online marketing strategies Be able to:</p> <ul style="list-style-type: none"> • Analyse the development of marketing channels and methodologies in the banking industry and is capable of formulating online marketing strategies • Gather market information and analyse surrounding business environment to develop an appropriate online marketing strategy for the bank • Cross check to ensure the overall strategies and all related digital marketing activities are in compliance with brand strategy and corporate identity of the bank <p>2. Develop online marketing plans and design activities together with cross functional team players Be able to:</p> <ul style="list-style-type: none"> • Develop memorable and sharable content for social media platforms • Work with cross functional teams to develop targeted marketing plans with a coherent integration of marketing tactics, event and PR activities to achieve business goals • Develop and execute digital marketing campaigns to educate local consumers and generate interest in the brand of the bank <p>3. Communicate with stakeholders, including agencies and vendors professionally Be able to:</p> <ul style="list-style-type: none"> • Communicate online marketing strategies and campaigns effectively with key stakeholders in explaining impacts where necessary • Comply with the requirements of internal policies, practices, laws, regulations, ethical standards and general social responsibilities when developing online marketing plans and activities • Manage external agencies and vendors as and when it is needed; always strike a proper balance of the interests between external vendors and the bank
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Formulate online strategies, develop action plans together with cross functional key stakeholders; and analyse online traffic and measure the effectiveness of marketing campaigns on all digital channels
Remark	