

Specification of Competency Standards for the Retail Banking

Unit of Competency

Product Development and Brand Marketing > 6.6 Brand Marketing

Title	Create and produce enduring and consistent marketing campaigns to promote the corporate brand
Code	107490L5
Range	Develop advertising campaigns to promote the brand name of the bank. This applies to advertisements in different mediums and promotion in digital social media and organising different mega events which will be adopted in a specific region
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Develop marketing campaigns and events Be able to: <ul style="list-style-type: none"> • Evaluate the communication strategies of the bank and develop objectives of different marketing campaigns • Plan and design extensible marketing campaigns and mega events that echo to strategic marketing communication programs for building brand awareness and supporting product objectives 2. Develop content of marketing campaigns and events Be able to: <ul style="list-style-type: none"> • Define customers' desire and determine marketing messages that can appeal to the identified groups of people • Analyse the trends in advertising, mega events and digital marketing to produce campaigns which can bring a fresh and positive impression to audience • Work with internal creative and production teams and / or outside agencies, as necessary, to develop the message, story board, frequency etc. 3. Participate in the production of advertising and digital marketing campaigns Be able to: <ul style="list-style-type: none"> • Develop production schedule of the advertising and digital marketing campaigns and ensure that the production is on time • Source and manage advertising agencies as appropriate • Liaise with relevant internal units, advertising agencies and production houses in the development of approved advertising and digital marketing campaigns
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Production of advertising and digital marketing campaigns via conventional and electronic social media. The design of the content should be based on analysis on customers, trends in advertising and the bank's strategies, etc. Moreover, the production should be in accord with the stated schedule
Remark	