

Specification of Competency Standards for the Retail Banking

Unit of Competency

Product Development and Brand Marketing > 6.6 Brand Marketing

Title	Arrange appropriate communication activities to build and enhance brand salience as well as brand equity
Code	107492L4
Range	Execute different kinds of communication activities to promote the brand name of the bank. This refers to communication activities within a particular business areas and applies to activities aimed at different stakeholders
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the communication tactics and activities <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Understand the communication tactics of the bank to clarify the implementation details of the programme • Understand the implementation details in order to carry out the activities independently and respond to unexpected incidence if arise 2. Carry out different communication programs to staff <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Conduct internal branding campaigns to ensure all employees live and speak the brand value • Provide induction to new colleagues to help them understand the corporate values and special characteristics of the bank • Offer training related to corporate branding to new comers in order to help them act in alignment with corporate image 3. Carry out different communication programs to customers <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Implement communication activities to maximise brand exposure and strengthen brand proposition through different channels • Work with different parties to ensure an effective and timely brand development programme implementation • Provide consultation in aligning with brand image when conducting conference, event, and sales initiative programs held by other business and operations units • Prepare and execute communication campaigns for the identification of sales leads, generation of awareness on corporate branding and product, development of networking opportunities and industry / trade events, and tracking / analysis of marketing programs 4. Carry out different communication programs to promote brand image to the public <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Arrange media interviews with the bank's spokesmen whenever appropriate • Keep consistent and close contacts with appropriate media channels and release most up-to-date information of the bank's for publicity purpose
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Execution of different communication programs to promote the brand to different stakeholders. The implementation should be in accordance to the programme plan. Suitable actions are taken during the event to ensure the smooth running of the programme
Remark	