

Specification of Competency Standards for the Retail Banking

Unit of Competency

Product Development and Brand Marketing > 6.6 Brand Marketing

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| Title | Conduct programme evaluation on brand marketing to ensure high degree of acquaintance of the bank |
| Code | 107494L4 |
| Range | Conduct evaluation of individual communication programme on brand marketing. This applies to branding activities of different kinds and scales |
| Level | 4 |
| Credit | 3 |
| Competency | <p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the evaluation plan in order to carry out the task effectively Be able to: <ul style="list-style-type: none"> • Review the brand marketing plan to understand the objectives of evaluation • Understand the different steps in evaluation to plan for the data collection in order to execute the task independently 2. Monitor the traffic / headcount flow in different marketing platform Be able to: <ul style="list-style-type: none"> • Provide regular tracking and reporting for Internet Marketing programs and website statistics • Maintain knowledge of site traffic and user activity reports; generate statistic reports, summaries and / or custom reports for Marketing and Sales units 3. Report the achievement of brand marketing Be able to: <ul style="list-style-type: none"> • Compile relevant data and report on key marketing metrics: awareness, customer response, and budget and spot if there is any negative variance • Ensure accuracy of the data and the calculation • Report on the effectiveness of corporate branding and product marketing programs according to the requirements or needs of different parties |
| Assessment Criteria | <p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • A report outlining the outcome achieved by the brand marketing campaigns. The report should contain critical indicators of the performance of the activities as determined in the evaluation plan. The data presented in the report should be accurate and can fulfil the needs of different parties |
| Remark | |