

Specification of Competency Standards for the Retail Banking

Unit of Competency

Strategic Business Development and General Management > 9.5 Corporate Responsibility (CR) Fulfillment

Title	Develop and implement Corporate Responsibility initiatives
Code	107586L5
Range	Integrate CR initiatives to daily activities. This applies to different departments and units throughout the bank
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Advice on implementing CR initiatives in different departments / units Be able to: <ul style="list-style-type: none"> • Provide direction, support and recommendation to different functions in local and / or overseas branches to develop their own CR plan and activities • Work with different business units and operations units such as Brand Development, Human Resources, Risk Management and so on to develop guidelines and practices for different functions in the bank to fulfil CR responsibilities 2. Develop different CR campaigns with other departments / units Be able to: <ul style="list-style-type: none"> • Analyse the corporate strategies on CR and cooperate with different departments to discern how they can align with the strategies • Develop regional and local activities on CR which can match with the operations and available resources in the unit by working with different internal and external stakeholders of the bank 3. Demonstrate professionalism in developing CR initiatives Be able to: <ul style="list-style-type: none"> • Strive a balance among all related political, economic, social and technological issues and the benefits of the bank in developing CR initiatives
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Development of CR initiatives for an individual department or unit. The design should align with the CR strategies of the bank and operational needs of the unit or department
Remark	