

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 7. Product Development and Brand Marketing
(Key Function – 7.5 Marketing Strategy Formulation and Product Promotion)

Title	Produce promotion materials in alignment with corporate identity specification
Code	109445L4
Range	Production of different forms of promotional materials. This applies to promotional materials of enterprise banking products of different kinds.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Possess the knowledge in producing product promotional materials and apply it to cooperate with in-house design team or external production house to design promotional materials such as corporate brochures, newsletters, press releases, web pages, e-marketing news, retail displays, signage, dealer information and etc.; • Understand the features of individual products and based on that to review and update contents of existing promotional materials (e.g. product leaflets) when necessary; • Comprehend the production process of product promotional materials and apply the knowledge to coordinate and arrange production of approved promotion materials according to promotion schedule. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Liaise with IT teams and other production houses to review and provide advice on the draft layout of conventional / web initiatives and develop general / online promotions calendar; • Create an online version of marketing materials that is aligned with the searching algorithm of search engines; • Monitor hit rate of the bank's product promotion web site and suggest improvement when hit rate is low. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Take steps to ensure marketing materials developed are in alignment with internal and external compliance requirements before their launch to the market; • Take appropriate actions to ensure the user friendliness of marketing materials displayed through conventional and electronic means; • Inspect and review regularly to ensure marketing materials are in alignment with the changed requirements of internal and external compliance.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Production of promotional materials in different formats. The production should be timely and the content is completely accurate and complied to the bank's internal guidelines and external compliance requirements.
Remark	