

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 7. Product Development and Brand Marketing
(Key Function – 7.6 Brand Marketing and Corporate Communication)

Title	Formulate brand positioning of the bank and its corporate communication strategy
Code	109447L7
Range	Formulation of the overall branding of the bank. The branding will be adopted throughout the whole bank regardless of market segments of geographical locations.
Level	7
Credit	5 (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 expertise in corporate branding and apply the knowledge to conduct research on the bank's market positions, perceptions of customers, market trend, business environment and competitors' analysis etc. to create an image which can communicate the bank's values and competitive advantage; • Demonstrate specialized skills and knowledge in branding to build a brand name which can be applied to different markets and regions of the bank. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Compare / Identify the pros and cons of different strategies in promoting the bank's competitive advantage and choose the most appropriate one after evaluating the market conditions, competitors and the bank's strategies, etc.; • Construct corporate branding direction that improves brand health and achieves the bank's financial and market share aspirations; • Cultivate and maintain a constant pipeline of ideas to develop the brand of the bank in order to formulate and revamp the corporate branding strategies regularly. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Analyse and identify when possible obstacles enforcing the branding strategies in order to formulate effective guidelines and policies; • Develop guidelines and policies to integrate brand strategy into customer contact points, build corporate brand and improve awareness across the bank through an integrated platform of e-marketing approaches, public relations strategy, new product launches and other related activities; • Formulate corporate identity guidelines and take steps to ensure they are well accepted and implemented by all business and operations units.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Development of branding strategies. The proposal should be developed based on critical and in-depth analyses on the present and anticipated competitive landscape in the absence of complete information. Reasoning should be provided to support how the branding strategies can help leverage the bank's competitive advantage when compared with other alternatives; • Provision of guidelines and policies on enforcing the branding strategies based on specialized knowledge in branding and analysis of potential obstacles.

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