

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 general and online marketing strategies to build corporate image
Code	109448L6
Range	Formulation of bank-wide general and online marketing strategy for all business and operations functions with an aim to build a positive corporate image. This applies to marketing of all sorts of products, services, operational processes and new development of the corporate business and social engagement initiatives.
Level	6
Credit	4 (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"> • Comprehend the general concepts of corporate marketing and apply them to analyse the development of marketing channels and methodologies commonly used in the banking industry with an aim to formulate online marketing strategies of the bank; • Understand research methodologies and apply the knowledge to gather market information and analyse surrounding business environment for the purpose of developing an appropriate online marketing strategy for the bank; • Possess knowledge in marketing and apply it to cross check the overall strategies and all related digital marketing activities to ensure they are in compliance with brand strategy and corporate identity of the bank. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Develop memorable and sharable content for conventional media and social media platforms; • Work with cross functional teams to develop targeted marketing plans with a coherent integration of marketing tactics, event and PR activities to achieve business goals; • Develop and execute both general and digital marketing campaigns to educate local consumers and generate interest in the brand of the bank. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Communicate conventional and online marketing strategies and campaigns effectively with key stakeholders and explain impacts to them when necessary; • Comply with the requirements of internal and external policies, practices, laws, regulations, ethical standards and general social responsibilities when developing conventional and online marketing plans and activities; • Manage external agencies and vendors as and when it is needed; always strike a proper balance of the interests between external vendors and the bank.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Formulation of conventional and online marketing strategies, developing action plans together with cross functional key stakeholder; and analysing hit rate / online traffic and measure the effectiveness of marketing campaigns on all conventional and digital channels.

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