

**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	Develop communication programmes on corporate branding
Code	109449L5
Range	Formulation of strategies and programmes to communicate / promote the brand in local region. The strategies / programmes cover different stakeholders which include but not limited to employees, customers and the public.
Level	5
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"> <li>• Possess the knowledge in brand marketing and apply it to analyse and identify critical brand values to be communicated among different group of stakeholders;</li> <li>• Have a thorough understanding of the key elements of conducting large scale research and take initiative in researching, proposing, and championing effective ways of communicating brand value of the bank;</li> <li>• Have an in-depth knowledge of the concepts of communication and apply the knowledge to evaluate different communication tactics in order to design an appropriate approach which can match with the market environment, customer behaviours, bank strategies, etc.</li> </ul> <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Design internal communication strategies to lead other business and operations units to ensure that strategic direction in branding is understood and flowed by the staff of the bank;</li> <li>• Collect feedback on the brand of the bank from different communication vehicles such as public relations event, internet, advertising, and retail point of sales;</li> <li>• Develop strategic communication programs and communication tactics for increasing customer awareness in the brand and individual products of the bank.</li> </ul> <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Review to ensure the work done on brand communication is coherent and supportive to the bank's value, belief, strategic plan and changing business needs;</li> <li>• Regularly review the brand marketing strategy in accordance with the changing market situation.</li> </ul>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Development and implementation of brand marketing strategies and communication programmes and tactics. The strategies should provide an analysis on relevant information to support the design of selected communication channels and messages.</li> </ul>
Remark	