

Marketing and Communication > Marketing and Branding

Title	Produce promotion materials in alignment with corporate identity specification
Code	106637L4
Range	Produce different forms of promotional materials. This applies to promotional materials and products of different kinds.
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Prepare promotional materials                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Review and update contents of existing promotional materials (e.g. product leaflets) when necessary</li> <li>• Arrange production of approved promotion materials according to promotion schedule</li> </ul> </li> <li>2. Prepare online promotional materials by liaising with IT teams                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Review and provide advice on the draft layout of web initiatives and develop online promotions calendar</li> <li>• Create an online version of marketing materials that is aligned with the searching algorithm of search engines</li> <li>• Monitor hit rate of the bank's product promotion web site and suggest improvement when hit rate is low</li> <li>• Take appropriate actions to ensure the user friendliness of marketing materials displayed through electronic means</li> </ul> </li> <li>3. Ensure promotion materials produced can meet the internal and external requirements                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Take steps to ensure marketing materials developed are in alignment with internal and external compliance requirements before their launch to the market</li> <li>• Inspect and review regularly to ensure marketing materials are in alignment with the changed requirements of internal and external compliance.</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• 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.</li> </ul>
Remark	