

Marketing and Communication > Corporate Communication

Title	Liaise with internal parties to develop content for media interviews
Code	106651L5
Range	Coordinating with media in arranging interviews. This applies to media in different channels (e.g. online, newspaper, radio, televisions) and interviews of different natures and topics.
Level	5
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Evaluate different options of communication activities                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Evaluate the positioning and branding strategies of the private banking businesses in order to plan for the interview</li> <li>• Evaluate the recent developments in the economy and markets in order to identify topics that can capture higher attention</li> </ul> </li> <li>2. Develop content for the interviews                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Discuss with media regarding the coverage of the interview to ensure alignment with the branding strategy of the private banking business</li> <li>• Coordinate with different units in the bank to obtain relevant information for drafting the content of the interviews</li> <li>• Develop response to the proposed interview questions and conduct briefing to the interviewees</li> </ul> </li> <li>3. Monitor and review the interviews                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Attend the interviews and provide support as requested by the interviewees</li> <li>• Review the write-ups drafted by the media to ensure accuracy and the bank is portrayed in a positive way</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Provision of content for interviews. The content should be based on the analysis of the positioning and strategies of the private banking business and is able to create a positive image for the business.</li> </ul>
Remark	