

Marketing and Communication > Corporate Social / Environmental Responsibility

Title	Integrate CR initiatives into daily work
Code	106654L5
Range	Integrate CR initiatives to daily activities . This applies to different departments and units throughout the bank.
Level	5
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Advice on implementing CR initiatives in different departments / units</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Provide direction, support and recommendation to different functions in local and/or overseas branches to develop their own CR plan and activities • Work with different business units and operations units such as Brand Development, Human Resources, Risk Management and so on to develop guidelines and practices for different functions in the bank to fulfill CR responsibilities <p>2. Develop different CR campaigns with other departments / units</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Analyze the corporate strategies on CR and cooperate with different departments to discern how they can align with the strategies • Develop regional and local activities on CR which can match with the operations and available resources in the unit by working with different internal and external stakeholders of the bank
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Development of CR initiatives for an individual department or unit . The design should align with the CR strategies of the bank and operational needs of the unit or department.
Remark	