# Specification of Competency Standards
## for the Information & Communications Technology Industry
## Unit of Competency

Functional Area - Operations Management

| | |
|---|---|
| Title | Conduct technical support for marketing |
| Code | 107969L4 |
| Description | This unit of competency applies to all Digital Media Technology (DMT) practitioners. It is common that IT technical production team is required to provide various ad-hoc support to customers or other internal departments related to their area of expertise or project work involvement. This UoC concentrates on DMT practitioners providing support to the organisation marketing activities, ranging from just providing simple technical advice to developing materials for marketing campaigns |
| Level | 4 |
| Credit | 6 |
| Competency | Performance Requirements<br>1. Knowledge for conducting technical support for marketing<br><br><ul><li>Possess good communication and interpersonal skills to work with marketing team and understand their requirements</li><li>Possess strong knowledge on digital media production, delivery, theories, technologies, principles, concepts and methodologies, particularly in their area of production work, such as video editing for digital video production or programming for games production</li><li>Possess basic knowledge of marketing techniques and methodologies (traditional and online)</li><li>Possess basic project management skills</li><li>Capable of working with all level of stakeholders</li></ul><br>2. Conduct technical support for marketing<br><br><ul><li>Liaise with relevant marketing colleagues to determine the nature and the scope of technical support required, including but not limited to the following:<ul><li>Provide technical advice for marketing activities</li><li>Prepare promotional materials related to participated projects<ul><li>Create a short demo release of the game or trailer/excerpt of video for marketing purpose</li><li>Extract images from the game or video</li></ul></li><li>Participate with roadshow demos or presentations</li></ul></li><li>Evaluate the effort and plausibility of requested marketing support</li><li>For large or long duration supports, prepare a work plan, schedule and estimate of supporting resources requirements for supporting the marketing activity. Presentation of work plan and ideas may be required</li><li>Implement the supporting activities when all parties are satisfied with the work plan and agree on schedule. Implemented activities including but not limited to the following:<ul><li>Organise IT team to assist marketing activities</li><li>Cut certain footage from video for creation of trailer</li><li>Program an auto demo of the game</li><li>Take snap shot of characters from game/video for posters/brochure production</li><li>Package promotional materials for use in marketing activities</li></ul></li><li>Review implemented results with marketing team to determine area for improvements</li></ul><br>3. Exhibit professionalism<br><br><ul><li>Always willing to cooperate with any parties for the interest of the organisation</li><li>Apply industry best practices and techniques to support marketing activities</li></ul> |

Functional Area - Operations Management

| Assessment Criteria | The integrated outcome requirements of this UoC are the abilities to: <br><br> • Communicate effectively with marketing colleagues to understand their supporting needs <br> • Provide plausible technical support solutions or provide technical advice in the implementation of marketing activities that can increase the effectiveness of the marketing activities <br> • Systematically carryout reviews of supporting efforts provided to marketing activities and its effectiveness |
|---|---|
| Remark | |