

Specification of Competency Standards of the Insurance Industry

Unit of Competency

Functional Area: Marketing

Title	Monitor advertisement productions
Code	105506L4
Range	This unit of competency is applicable to those who are responsible for monitoring the productions of advertisement by external suppliers. It involves coordination of pre-productions tasks as well as monitoring of quality and progress of productions.
Level	4
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge in advertisement production <ul style="list-style-type: none"> • Understand corporate marketing strategy • Comprehend marketing communications strategy • Comprehend advertising campaign and creative framework • Understand advertisement production process • Use a range of skills to assess how different factors influence production process • Know how to work with external advertising agency 2 (a). Coordinate pre-production preparation <ul style="list-style-type: none"> • Develop production schedule for pre-production and production • Confirm advertisement design with superior and supplier • Confirm visual elements and layout, e.g. artwork, storyboards • Confirm production schedule and budget with supplier 2(b). Monitor production <ul style="list-style-type: none"> • Ensure advertisement specifications, e.g. art reproduction, typesetting, match pre-agreed designs and standards • Solve production problems • Monitor production progress • Report progress and variations to superior 2(c). Post-production review <ul style="list-style-type: none"> • Evaluate final advertisement based on advertising requirements • Obtain approval from superior 3. Monitor advertisement production effectively <ul style="list-style-type: none"> • Coordinate effectively between superior and supplier to obtain mutually agreed advertisement design, visual layout, production timeline and budget • Monitor and work with supplier to produce advertisement according to predefined specifications • Evaluate advertisement to ensure satisfaction of all predefined requirements.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to develop production schedule to facilitate coordinate at pre-production stage • Able to monitor advertisement productions in ensuring advertisement specifications are satisfied • Able to evaluate final advertisement based on advertising requirements.
Remark	This unit of competency is also applicable to general insurers and life insurers.