

Specification of Competency Standards of the Insurance Industry

**Unit of Competency**

**Functional Area: Marketing**

Title	Manage corporate website
Code	105549L5
Range	This unit of competency is applicable to those who are responsible for managing the contents of corporate website. It involves developing website update workflow, engaging relevant personnel to provide technical support, and work with relevant personnel to enhance corporate website to support individual marketing campaigns.
Level	5
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge in electronic marketing <ul style="list-style-type: none"> <li>• Understand corporate marketing strategy</li> <li>• Understand website content management</li> <li>• Be alert to regulatory and ethical requirements on electronic marketing</li> </ul> </li> <li>2. Manage corporate website <ul style="list-style-type: none"> <li>• Develop website update workflow</li> <li>• Use a range of skills to determine the resources required to support the workflow</li> <li>• Develop approval authority of website update</li> <li>• Engage internal IT personnel or external professionals to provide technical website support</li> <li>• Work with relevant personnel to enhance corporate website to support individual marketing campaigns</li> <li>• Monitor hit rates of individual sections on website</li> <li>• Review and fine-tune website design based on hit rates and customer feedback</li> </ul> </li> <li>3. Maintain corporate website to support online marketing communications and other marketing campaigns <ul style="list-style-type: none"> <li>• Maintain up-to-date corporate information on website</li> <li>• Allow enhancement of website to support individual marketing campaigns</li> <li>• Fine-tune website design to facilitate better viewing experiences.</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Able to develop workflow with appropriate approval procedures to facilitate corporate website update</li> <li>• Able to maintain up-to-date information on website</li> <li>• Able to work with relevant personnel to enhance corporate website to support individual marketing campaigns</li> <li>• Able to enhance corporate website to improve viewing experiences.</li> </ul>
Remark	This unit of competency is also applicable to general insurers, life insurers and broker.