

Specification of Competency Standards of the Insurance Industry

Unit of Competency

Functional Area: Marketing

Title	Develop marketing campaigns with channel partners
Code	105551L5
Range	This unit of competency is applicable to those who are responsible for developing marketing campaigns to achieve collaboration initiatives. It involves liaising with channel partners to design various components of marketing campaigns to achieve specific objectives that achieve the collaboration initiative.
Level	5
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge in marketing plan development <ul style="list-style-type: none"> • Comprehend corporate development strategy • Comprehend corporate marketing strategy • Comprehend features of product(s) and/or service(s) and target segments • Familiar with insurance market • Comprehend market analysis findings 2. Design marketing campaign <ul style="list-style-type: none"> • Work with channel partners to define objectives of marketing campaign • Define roles and responsibilities for channel partners • Design marketing activities to be included in the campaign • Determine the resources required • Develop budget and timeline for campaign • Ensure campaign complies with regulatory requirements, e.g. Personal Data Privacy Ordinance • Develop indicators to measure marketing effectiveness, e.g. generated leads, achieved media coverage • Liaise with channel partners to obtain agreement with the campaign design • Present campaign design to supporting units • Review plan based on partner feedback and changing market environment. 3. Develop marketing campaigns to drive for business performance <ul style="list-style-type: none"> • Work with channel partners to develop marketing campaigns to drive business performance • Formulate various components of plan to effectively achieve the intended marketing objectives • Maintain sound working relationships with channel partners • Explain marketing campaigns to staff in operational contexts • Evaluate and review plans based on partner feedback and changing market environment.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to work with channel partners to define objectives for marketing campaign • Able to design elements of the marketing campaign in compliance with regulatory requirements • Able to define roles and responsibilities of channel partners • Able to obtain agreement from channel partners on the campaign design • Able to explain marketing campaign to staff in operational contexts • Able to review plans based on partner feedback and changing market environment.
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