

Specification of Competency Standards of the Insurance Industry

**Unit of Competency**

**Functional Area: Marketing**

Title	Publish newsletters for customers
Code	105500L4
Range	This unit of competency is applicable to those who are responsible for producing newsletters for existing and potential customers. It involves planning for newsletter productions and creation of newsletters in printed or online format.
Level	4
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge in newsletter production <ul style="list-style-type: none"> <li>• Understand corporate marketing strategy</li> <li>• Understand corporate marketing communications strategy</li> <li>• Familiar with printed and online newsletter productions</li> <li>• Comprehend timeline and budget for production</li> <li>• Be alert to regulatory and ethical requirements</li> </ul> </li> <li>2 (a). Plan for newsletter production <ul style="list-style-type: none"> <li>• Identify objectives of newsletters, e.g. regular communications, introduction of new service</li> <li>• Identify target readers</li> <li>• Identify project team</li> <li>• Identify key elements</li> <li>• Identify presentation approach</li> <li>• Develop newsletter template</li> <li>• Identify sources of contents</li> <li>• Develop workflow</li> </ul> </li> <li>2 (b). Produce newsletter <ul style="list-style-type: none"> <li>• Ensure adherence to established workflow</li> <li>• Coordinate amongst units to gather information</li> <li>• Develop contents to convey intended messages and image</li> <li>• Arrange editing of contents</li> <li>• Ensure format, language, writing style of newsletter are consistent with corporate marketing communications strategy</li> <li>• Ensure content originality</li> <li>• Produce newsletter in printed or online format on time</li> <li>• Keep expenses within budget</li> <li>• Obtain approval from superior for distribution</li> <li>• Distribute newsletters according to prescribed format</li> </ul> </li> <li>3. Publish newsletter to effectively achieve intended marketing objectives <ul style="list-style-type: none"> <li>• Compile newsletter elements to clearly convey intended messages and image to target customers</li> <li>• Provide correct and valid newsletter content</li> <li>• Publish newsletter in prescribed format on time and within budget.</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 address and fulfill the objectives of newsletter publication</li> <li>• Able to produce original newsletter that projects the intended idea consistent with corporate strategy</li> <li>• Able to publish newsletter within the budget and time constraint.</li> </ul>
Remark	This unit of competency is also applicable to general insurers, life insurers and broker.