

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. |