

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Build an organizational image
Code	105036L6
Range	This unit of competency (UoC) is applicable to staff in the retail industry responsible for corporate image building. It covers the abilities to plan, design, evaluate and consolidate a wide range of information; possess leadership and communication skills; and build a good image for the organization in the general public and customers.
Level	6
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of building an organizational image <ul style="list-style-type: none"> • Master corporate mission and vision, goals and core values • Understand the importance of building an organizational image to the business • Master the techniques of building professional relationships with the public and the media • Master marketing methods and techniques • Master the positioning of the corporate image in the market • Master relevant laws 2. Build an organizational image <ul style="list-style-type: none"> • Lead the team to establish and maintain the organizational image, objectives and philosophy • Analyze the organization's advantage and its market positioning with respect to its: <ul style="list-style-type: none"> • Products • Brands • Goodwill, etc. • Master the channels of building close relationships with the media, customers, suppliers and public, such as media release and charity events, to enhance the organizational image and build up goodwill • Work out publicity plans with the marketing department to enhance the organizational image • Establish interactive communication channels to solicit feedback from the public, staff members, trade unions and associations 3. Exhibit professionalism <ul style="list-style-type: none"> • Respect intellectual property rights and prevent plagiarism • Ensure compliance with relevant commercial laws in the progress of building an organizational image
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyze the strengths of the organization and identify its positioning in the market, so as to build and maintain the organizational image; and • Build positive relationship with the media, which enables the organization to meet the expectations of customers and society and protect its goodwill, and build a good image for the organization.
Remark	