

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Strategic and ESG Management

Title	Build an organisational image
Code	111233L6
Range	This unit of competency (UoC) is applicable to staff in the retail industry responsible for corporate image building. Practitioners have the ability to plan, design, evaluate and consolidate a wide range of information; possess leadership and communication skills; and build a good image for the organisation in the general public and customers.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of building an organisational image</p> <ul style="list-style-type: none"> • Master corporate mission and vision, goals and core values • Understand the importance of building an organisational 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 <p>2. Build an organisational image</p> <ul style="list-style-type: none"> • Lead the team to establish and maintain the organisational image, objectives and philosophy • Analyse the organisation'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 organisational image and build up goodwill • Work out publicity plans with relevant departments and staff to enhance the organisational image • Establish interactive communication channels to solicit feedback from the public, staff members, trade unions, business partners and associations <p>3. Exhibit professionalism</p> <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 organisational image
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyse the strengths of the organisation and identify its positioning in the market, so as to build and maintain the organisational image; and • Build relationship with the media, which enables the organisation to meet the expectations of customers and society and protect its goodwill, and build a good image for the organisation.
Remark	This UoC is adopted from 105036L6.