

**SKILLS FRAMEWORK FOR FINANCIAL SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Product, Sales and Market Management					
TSC	Product Marketing and Branding					
TSC Description	Develop and implement product marketing strategies by leading sales data collection, segmentation, market research, product marketing idea development and optimisation. Implement product marketing strategies and recommend changes based on desired product and/or corporate positioning and branding					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			FSE-PMN-3023-1.1	FSE-PMN-4023-1.1	FSE-PMN-5023-1.1	
			Support the generation and execution of product marketing ideas while complying to branding and marketing communications guidelines	Develop and oversee implementation of product marketing campaigns in order to assess its effectiveness and its alignment with desired brand and positioning	Prioritise product marketing strategies and opportunities and define marketing Key Performance Indicators (KPIs) that are aligned with organisational direction and branding	
Knowledge			<ul style="list-style-type: none"> • Organisation's corporate branding guidelines • Types of marketing campaigns • Types of product offerings • Value proposition of products • Types of marketing campaigns • Types of market research techniques • Types of brainstorming techniques 	<ul style="list-style-type: none"> • Marketing effectiveness and performance metrics • Marketing objectives • Components of marketing campaigns and activities • Creative thinking techniques • Budgeting for marketing campaigns • Marketing mix • Market trends and conditions • Contingency risk planning for marketing campaigns 	<ul style="list-style-type: none"> • Marketing strategies • Value proposition of products • Business direction and goals of product offerings • Marketing resources • Principles of marketing diversification 	
Abilities			<ul style="list-style-type: none"> • Maintain corporate branding and market communications guidelines • Identify core value proposition of products • Identify appropriate product marketing campaigns based on product knowledge 	<ul style="list-style-type: none"> • Set marketing objectives of campaigns • Assess the effectiveness of marketing campaigns using performance metrics • Analyse relationship between marketing campaign performance 	<ul style="list-style-type: none"> • Translate business strategies into marketing goals and KPIs • Articulate marketing resource needs to senior management • Develop insights from market research, market trends and consumer demands 	

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			<ul style="list-style-type: none"> • Present relevant market data to aid identification of product marketing opportunities • Brainstorm new product marketing ideas from market research • Execute product marketing implementation activities according to project timelines 	<ul style="list-style-type: none"> • and sales data and margins • Adhere to product marketing campaign budgets • Compare traditional and novel marketing activities to arrive at appropriate marketing mix • Assess risk levels of product marketing plans and develop possible contingency plans • Facilitate creative thinking and idea generation processes during brainstorming • Assess feasibility of ideas to enhance product proposition • Evaluate product positioning and customer perception • Develop ideas to shift products to desired positions 	<ul style="list-style-type: none"> • Identify opportunities for marketing diversification • Lead development of product proposition ideas to diversify product offerings • Review marketing campaign plans to ensure alignment to organisation's strategic direction • Prioritise proposals based on urgency, opportunity cost and resource availability • Re-assess existing product marketing mix and branding plans • Adapt marketing strategies and plans where necessary to meet targets 	
<p>Range of Application</p>			<p>Types of Financial Services products may include but are not limited to:</p> <ul style="list-style-type: none"> • Alternatives • Derivatives • Equity • Fixed Income • Private Equity • Foreign Exchange • Futures and Forwards • Trust products • Wealth Management products • Retail Banking products • Private Banking products • Insurance products • Asset Management products • Financial and Capital Markets products 			