

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

<b>TSC Category</b>	Marketing					
<b>TSC Title</b>	Brand Management					
<b>TSC Description</b>	Co-create the organisation's projected brand and reputation with the customer, consider customer's perspectives and the organisation's desired image and priorities. This also includes the development and execution of branding campaigns, public relations and reputation management strategies to sustain or enhance the desired brand					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
			<b>MED-SNM-3034-1.1</b>	<b>MED-SNM-4034-1.1</b>	<b>MED-SNM-5034-1.1</b>	
			Deliver branding designs and execute branding and public relations campaigns and activities, incorporating customers' perspectives and responses	Facilitate co-creation of a positive brand image through stakeholder programmes and interactions and develop ideas for improving brand identity and organisation's reputation	Visualise the desired user experience and lead the co-creation of branding strategy with internal and external stakeholders to develop the desired brand identity	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>Basics of branding</li> <li>Role of branding in marketing</li> <li>Importance of the customer in influencing the brand reputation</li> <li>Perceptions of customers of the brand, products and services</li> <li>Internal and external stakeholders influencing the brand</li> <li>Indicators of successful branding</li> <li>Measures or indicators of organisation's reputation on different platforms</li> <li>Types of external audiences</li> <li>Public relations tactics</li> </ul>	<ul style="list-style-type: none"> <li>Methods to assess consumer's perceptions, needs and responses</li> <li>Role and influence of internal and external stakeholders in shaping the brand and reputation</li> <li>Techniques to manage social media partners and influencers</li> <li>Strategies to shape desired brand through customer and stakeholder interactions</li> <li>Branding approaches and strategies</li> <li>Legal parameters related to branding</li> <li>Target audience of public relations strategies</li> <li>Public relations campaign trends</li> <li>Public relations and external communication tools</li> </ul>	<ul style="list-style-type: none"> <li>Techniques to engage internal and external stakeholders in defining brand identity</li> <li>Organisational priorities and desired long term outcomes</li> <li>Legal standards, regulatory and ethical considerations involved in branding</li> <li>Range of branding strategies and their features, pros and cons</li> <li>Indicators of branding effectiveness</li> <li>Factors to consider when identifying public relations needs and interacting with media</li> <li>Legal, regulatory, ethical and socio-cultural considerations related to public relations plans</li> </ul>	
<b>Abilities</b>			<ul style="list-style-type: none"> <li>Perform active listening to understand</li> </ul>	<ul style="list-style-type: none"> <li>Develop brand campaign ideas for products or</li> </ul>	<ul style="list-style-type: none"> <li>Formulate objectives of the organisation's brand</li> </ul>	

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			<p>customer's perspective of the organisation</p> <ul style="list-style-type: none"> <li>• Draft branding designs and ideas highlighting the product or service's attributes and benefits</li> <li>• Execute branding campaigns, events and activities to increase brand awareness</li> <li>• Document customer reception to brand and outcome of branding campaigns</li> <li>• Monitor the success of the brand against Key Performance Indicators (KPI)</li> <li>• Execute public relations campaigns in alignment with brand positioning strategies, operational plans and budget</li> <li>• Assess organisation's reputation on social media and other platforms</li> <li>• Provide suggestions to improve public relations and campaign effectiveness</li> </ul>	<p>services to increase brand awareness</p> <ul style="list-style-type: none"> <li>• Coordinate with relevant stakeholders to legally protect brand against infringements</li> <li>• Manage relationships with internal and external stakeholders to shape brand</li> <li>• Implement customer engagement and interaction strategies to align perspectives of the brand</li> <li>• Facilitate co-creation of a positive brand image through customer programmes and interactions</li> <li>• Lead the implementation of branding campaigns</li> <li>• Develop ideas for improving brand identity and organisation's reputation</li> <li>• Recommend potential communications tools to effectively reach out to target customers</li> <li>• Manage public relations implementation plan to preserve or enhance organisation's reputation</li> </ul>	<p>identity and projected image</p> <ul style="list-style-type: none"> <li>• Visualise the desired user experience</li> <li>• Articulate the role of the organisation's brand in fulfilling the desired user experience</li> <li>• Lead co-creation of branding strategy with internal and external stakeholders to develop the desired identity</li> <li>• Verify that the organisation's or product's brand and associated collaterals are aligned with legal and industry standards</li> <li>• Establish branding guidelines for users in the organisation</li> <li>• Integrate branding with other sales, marketing and business functions</li> <li>• Develop key success indicators to monitor brand effectiveness</li> <li>• Establish a public relations and reputation management strategy for the brand</li> <li>• Manage critical external-facing communications</li> </ul>	
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