

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

TSC Category	Marketing					
TSC Title	Community Development					
TSC Description	Build, grow and manage community relationships across a variety of online and offline platforms to generate brand awareness, understand customers' needs, increase customer engagement and develop customer loyalty					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			MED-SNM-3052-1.1	MED-SNM-4052-1.1	MED-SNM-5052-1.1	
			Generate content to enhance brand awareness and engage both online and offline communities through various platforms and channels	Moderate online and offline communities to encourage customer engagement while managing the profile of the organisation	Formulate the community development and management strategy based on industry best practices and introduce innovative ways of engaging the community	
Knowledge			<ul style="list-style-type: none"> • Online and offline engagement tools and platforms • Crisis communication techniques • Mediation techniques • Active response techniques • Content creation for online and offline engagement • Content management systems • Social media landscape • User Experience (UX) and User Interface (UI) concepts • Cultural sensitivity and awareness • Written communication skills • Features and functionalities of social media platforms • Organisation's brand voice 	<ul style="list-style-type: none"> • Online and offline engagement tools and platforms • Crisis communication techniques • Active response techniques • Content management systems • Social media landscape • Social media analytics • User Experience (UX) and User Interface (UI) Design concepts • Cultural sensitivity and awareness • Organisation's brand voice 	<ul style="list-style-type: none"> • Online and social media landscape and trends • Offline media trends • Emerging new media channels and technologies including immersive technologies • Social media analytics tools • Community guidelines and editorial policies • Editorial policies and guidelines formulation 	
Abilities			<ul style="list-style-type: none"> • Create and publish content to stimulate 	<ul style="list-style-type: none"> • Identify trends and conversations about topics relating to the 	<ul style="list-style-type: none"> • Define the community development and management strategies 	

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			<p>discussions on online and offline platforms</p> <ul style="list-style-type: none"> • Connect customers with similar points of view by initiating and moderating discussions • Mediate between customers to defuse or minimise confrontations • Manage content using a content management system and other web tools • Collate list of Frequently Asked Questions (FAQs) for update on a regular basis • Direct communities to the existing FAQs to resolve issues • Play an active role in the community by listening to social conversations about the organisation across multiple platforms and channels 	<p>organisation and create content briefs</p> <ul style="list-style-type: none"> • Edit written and multimedia content to encourage customer engagement • Manage and moderate content across a variety of channels to ensure conversations are engaging and compliant to editorial policies and community guidelines • Edit or remove posts to ensure a balance between freedom of speech in the community and inappropriate, offensive or defamatory comments • Curate community events with the appropriate content, users and influencers • Develop and use tools to monitor social media analytics and customer engagement • Monitor, optimise and report community growth metrics and Key Performance Indicators (KPIs) 	<ul style="list-style-type: none"> • Formulate approaches for driving community growth and engagement • Devise editorial policies and posting guidelines for the community • Develop guidelines for community behaviour • Determine the optimal distribution of the team's resources across various community platforms and channels • Manage incoming media requests regarding the brand and the community • Review community engagement performance through analytics and insights • Optimise community engagement strategies to drive engagement and brand conversations • Envision novel ways of engaging the community through emerging tools and technologies 	
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