

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

TSC Category	Marketing					
TSC Title	Content Marketing Strategy					
TSC Description	Develop strategy for delivering consistent messaging through content on various platforms, including the conceptualisation and development of content and the optimisation of content delivery parameters to attract and engage target audience					
TSC Proficiency Description	Level 1	Level 2	Level 3 MED-SNM-3055-1.1	Level 4 MED-SNM-4055-1.1	Level 5 MED-SNM-5055-1.1	Level 6
			Develop storyboards and message maps to ensure consistent messaging through content marketing	Develop plans to deliver targeted brand messaging through content, including content type, styles, modes and frequency of content delivery	Establish overall content marketing strategy for the organisation and evaluate and align marketing content ideas with evolving trends and business goals and priorities	
Knowledge			<ul style="list-style-type: none"> • Organisation's content marketing strategy • Brand-specific content marketing plans • Storytelling techniques • Project management • Concepts of visual storyboarding • Objectives of storyboards and message maps • Use cases for specific types of content for content marketing 	<ul style="list-style-type: none"> • Potential customers' evolving preferences of content types, styles and modes of delivery • Principles of storytelling • Process of developing storyboards • Modes of content delivery for marketing • Content delivery parameters for marketing • Use cases for specific types of content for content marketing 	<ul style="list-style-type: none"> • Organisational priorities and strategy • Organisation's overall marketing strategy • Objectives of content marketing strategy • Trends in content marketing delivery • Best practices in content management • Latest developments in content production 	
Abilities			<ul style="list-style-type: none"> • Propose original content marketing ideas across all platforms for the organisation • Propose timelines and indicative costing for implementation of new content ideas for the organisation • Administer content plans, storyboards and message maps for 	<ul style="list-style-type: none"> • Develop brand-specific plans for content marketing • Define brand-specific messaging to guide storyboarding of content • Conceptualise content ideas to meet marketing objectives • Map out storyboards as part of a content marketing strategy 	<ul style="list-style-type: none"> • Establish overall content marketing strategy for the organisation • Establish target customer segments for content marketing • Evaluate content ideas for marketing • Develop plans for managing content lifecycles • Align content marketing strategy to business 	

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			<p>various channels, industries and customers</p> <ul style="list-style-type: none"> Collaborate with content creators to align content output in line with defined guidelines and specifications 	<ul style="list-style-type: none"> Identify content requirements based on evaluation of customers and potential customer preferences Determine content attributes and delivery parameters for content marketing of specific brands Network with content creators and influence content creators to develop new projects for the organisation Collaborate with designers, researchers, product managers, product marketers and engineers to develop content for a global customer 	<p>goals, priorities and strategic direction</p> <ul style="list-style-type: none"> Establish a content management system to support overall content marketing strategy Collaborate with relevant stakeholders like brand strategists and media buyers to drive the development of new content for the organisation Drive final decision making pertaining to content development for the organisation 	
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