

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

TSC Category	Programme and Campaign Management					
TSC	Marketing Campaign Management					
TSC Description	Develop evaluation strategies for marketing campaign effectiveness and analyse data to provide recommendations for improvements in future marketing campaigns					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-PCM-2005-1.1	RET-PCM-3005-1.1	RET-PCM-4005-1.1	RET-PCM-5005-1.1	
		Conduct pre-campaign testing and collect information pertaining to campaign performance	Execute marketing campaigns based on creative briefs, ensure compliance with budgetary requirements and collaborate with partners closely	Develop marketing campaigns and enhance campaign awareness and campaign visibility	Drive marketing campaign development, implementation and review the effectiveness of campaign to achieve organisational objectives	
Knowledge		<ul style="list-style-type: none"> Objectives of marketing campaigns Types of products and/or services to be advertised Evaluative components of pre-campaign testing Types of in-store displays Pre-campaign testing evaluation criteria 	<ul style="list-style-type: none"> Objectives of marketing campaigns Components of operational plans Considerations when selecting the marketing mix Types of products and/or services to be advertised Campaign schedules Means of using data gathered from pre-campaign testing 	<ul style="list-style-type: none"> Marketing strategies Components of operational plans Considerations when selecting the marketing mix Components of budgets Marketing campaign management tactics E-Commerce trends Messages to be communicated Types of outdoor, print and broadcast media Types of mobile, online and social media platforms Campaign schedules Means of using data gathered from pre-campaign testing 	<ul style="list-style-type: none"> Marketing strategies Dimensions of marketing campaign effectiveness Campaign evaluation tools and methods Types of performance metrics Mechanics of an integrated marketing communications structure Types of messages to be communicated Types of outdoor, print and broadcast media Types of mobile, online and social media platforms 	
Abilities		<ul style="list-style-type: none"> Contribute ideas for campaign development Collect information pertaining to past campaign performance, in-store displays, outdoor, printed, broadcast media, mobile, online and social media platforms Participate in a pre-campaign testing cycle on marketing communications and 	<ul style="list-style-type: none"> Execute marketing campaign in alignment to marketing strategies, operational plans and budgets Review pre-campaign testing outcomes Monitor marketing campaign performance and effectiveness in accordance with performance measures Analyse pre-campaign 	<ul style="list-style-type: none"> Develop operational plans to achieve marketing campaign objectives Select relevant communication tools and media to reach out to target markets effectively Set performance measures for each element of the campaigns Manage pre-campaign testing outcomes to gauge effectiveness of 	<ul style="list-style-type: none"> Establish marketing strategies and marketing campaign objectives Establish target market profiles, customers profiles and/or personas Establish performance targets aligned to sales and marketing strategies and objectives Select performance metrics and targets to measure effectiveness of 	

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		<p>activities</p> <ul style="list-style-type: none"> • Coordinate the setup of in-store displays at stores • Collect data for marketing campaign evaluation • Support evaluation of marketing campaign for improvement 	<p>testing data to develop and document recommendations for improvement in future marketing campaigns</p> <ul style="list-style-type: none"> • Monitor media platforms for marketing campaign execution • Review the setup of in-store displays at stores and/or outdoor media • Monitor feedback from customers, store managers and/or partners 	<p>the campaigns and refine operational plans</p> <ul style="list-style-type: none"> • Manage operational plans and budgets • Evaluate feedback from customers, store managers and/or partners • Refine marketing campaigns to enhance its effectiveness • Monitor and evaluate marketing campaign performance and effectiveness • Evaluate media effectiveness against media cost • Manage the setup of in-store displays at stores and/or outdoor media 	<p>marketing operational plans</p> <ul style="list-style-type: none"> • Drive marketing campaign action plans and chain of activities aligned to marketing strategies • Evaluate performance effectiveness of marketing operational plans in meeting marketing objectives • Recommend improvements to marketing operational plans based on evaluation outcomes 	
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