

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

TSC Category	Brand and Channel Management					
TSC	Communications Channel Management					
TSC Description	Devise frameworks for selection of distribution channels, select the distribution channels and evaluate the effectiveness of such channels					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-BRM-2004-1.1	RET-BRM-3004-1.1	RET-BRM-4004-1.1	RET-BRM-5004-1.1	
		Maintain communications channels, analyse information pertaining to the effectiveness of communications channels and collect information to support analysis of distribution channel effectiveness	Implement communications channel plans and conduct analysis on the effectiveness of distribution channels	Identify, select and manage communications channel structures and evaluate effectiveness of distribution channels	Devise framework and articulate guiding principles for selection of communications channels in alignment with business strategies	
Knowledge		<ul style="list-style-type: none"> Communications channel framework and principles Communications channel management plans Methods for implementing a range of communications that facilitates effective outcomes for various groups of audiences Tools for analysing the effectiveness of distributions channels Processes involved in maintaining the distribution channels 	<ul style="list-style-type: none"> Communications channel framework and principles Communications channel management plans Methods for implementing a range of Communications that facilitates effective outcomes for various groups of audiences Roles of communications within a project life cycle and branding The requirements of communicating in multiple time zones where information “follows-the-sun” Communications channel evaluation tools and methods 	<ul style="list-style-type: none"> Brand management strategies Communications channel framework and principles Roles of communications within a project life cycle and branding Strategies for negotiating to achieve agreement Tools for assessing the impact of communications on the recipients Communications media operation and interaction Communications channel evaluation tools and methods Differences between internal and external communication techniques 	<ul style="list-style-type: none"> Brand management strategies Marketing strategies and plans Government legislation, regulations, policies, practices, procedures and guidelines in relation to brand and marketing communications Trends and predictions of markets and consumer trends Financial, costing and accounting issues relevant to communications management Roles of communications within a project life cycle and branding Communications media operation and interaction Communications channel evaluation tools and methods 	
Abilities		<ul style="list-style-type: none"> Contribute ideas to the planning and executing processes of communications that facilitate effective outcomes 	<ul style="list-style-type: none"> Implement communications channel management plans Track and interpret data to measure and evaluate communications channel 	<ul style="list-style-type: none"> Develop communications channel management plans in line with brand and marketing activities Conduct negotiations to achieve agreement in 	<ul style="list-style-type: none"> Develop communications channel strategies Identify target markets and define the market profiles Devise communications 	

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		<ul style="list-style-type: none"> • Maintain the distribution channels • Collect data to measure and evaluate communications channel effectiveness • Provide support on planning and executing processes of communications that facilitate effective outcomes 	<p>effectiveness</p> <ul style="list-style-type: none"> • Conduct analysis on the effectiveness of distribution channels 	<p>communications channel management</p> <ul style="list-style-type: none"> • Evaluate effectiveness of communications channels • Identify, select and manage distribution channel structures • Develop research construct based on selected communication channels • Communicate to stakeholders on effectiveness of communication channels 	<p>channel framework and principles in line with brand and marketing activities</p> <ul style="list-style-type: none"> • Analyse data pertaining to the level of spend on various communications channels • Define metrics for success and measure brand and marketing communication channels effectiveness 	
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