

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

TSC Category	Copywriting					
TSC	Content Writing and Editing					
TSC Description	Articulate, proofread and conduct readability tests on key messages written using appropriate content ideas and writing styles					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-COP-2001-1.1	RET-COP-3001-1.1	RET-COP-4001-1.1	RET-COP-5001-1.1	
		Draft content using established writing and communication principles appropriate to target customers.	Edit content with reference to audience needs, evaluate effectiveness of messages as well as review and provide inputs for improvements	Cascade purpose of content to teams, develop guidelines for content development and copyright clearances, and manage styles or themes appropriate to the publications or types of communication materials	Articulate purpose of content, generate a range of ideas relevant to purpose of the content and evaluate implications of the content to the organisation	
Knowledge		<ul style="list-style-type: none"> • Writing and communication principles for relevant mediums • Writing and presentation techniques for relevant mediums • Sound knowledge of grammar and punctuation • Criteria for writing project objectives and requirements • Criteria for defining digital platforms for publishing content • Spelling and typographical mistakes, including commonly misspelled words • Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses • Correct use of adverbs, adjectives and other modifiers • Techniques to rewrite phrases and sentences such that they are semantically and grammatically correct • Legal and regulatory requirements relating to publishing and intellectual property 	<ul style="list-style-type: none"> • Writing and communication principles for relevant mediums • Writing and presentation techniques for relevant mediums • Sound knowledge of grammar and punctuation • Criteria for writing project objectives and requirements • Criteria for defining digital platforms for publishing content • Spelling and typographical mistakes, including commonly misspelled words • Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses • Techniques to rewrite phrases and sentences such that they are semantically and grammatically correct 	<ul style="list-style-type: none"> • Writing and communication principles for relevant mediums • Writing and presentation techniques for relevant mediums • Sound knowledge of grammar and punctuation • Copyright clearance procedures • Criteria for writing project objectives and requirements • Criteria for defining digital platforms for publishing content • Spelling and typographical mistakes, including commonly misspelled words • Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses • Techniques to rewrite phrases and sentences such that they are semantically and grammatically correct 	<ul style="list-style-type: none"> • Writing and communication principles for relevant mediums • Writing and presentation techniques for relevant mediums • Sound knowledge of grammar and punctuation • Copyright clearance procedures • Criteria for writing project objectives and requirements • Criteria for defining digital platforms for publishing content • Evolving technologies and/or technology platforms that affect delivery of content 	

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<p>Abilities</p>		<ul style="list-style-type: none"> • Conduct research to support drafting of content • Draft content based on target audience, digital platforms where content are to be published and writing project objectives • Draft content based on writing and communication principles • Draft content based on writing techniques appropriate to purpose of the content • Apply presentation techniques to enhance readability • Create content with accurate punctuation • Write using correct use of grammar and syntax 	<ul style="list-style-type: none"> • Classify, structure and sequence content so that it is easy to read or navigate • Draft and edit content based on target audience, digital platforms where content are to be published, writing project objectives and requirements • Draft and edit content based on writing and communication principles • Draft and edit content based on writing techniques appropriate to purpose of the content • Apply presentation techniques to enhance readability • Proofread content and assess readability • Incorporate feedback and finalise content • Propose changes to texts using clear language and applying logical structure • Produce text contents according to tone that is consistent with established themes 	<ul style="list-style-type: none"> • Generate a range of ideas in alignment to writing project objectives and requirements • Consult with relevant stakeholders to evaluate and select most appropriate content ideas and writing styles • Review and proofread written content using manual and automated systems • Utilise a range of additional resources to find information where there are perceived gaps in text-based contents • Manage copyright clearances as required • Edit copy to conform to grammar rules • Edit copy to maintain consistency with the publishing house styles 	<ul style="list-style-type: none"> • Define target audience • Define digital platforms where content are to be published • Define writing project objectives and requirements • Conceptualise and generate a range of text-based content ideas in response to project requirements • Articulate purpose of content and identify factors that may have implications on the way contents will be written • Develop structure for text-based contents and writing styles to appeal to target audiences • Review implications of the content to the organisation 	
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