

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

TSC Category	Copywriting					
TSC	Rules-Based Copy Editing					
TSC Description	Manage styles or tones appropriate to the publication or type of communication materials to ensure clarity of meaning and ease of reading					
TSC Proficiency Description	Level 1	Level 2 RET-COP-2004-1.1	Level 3 RET-COP-3004-1.1	Level 4 RET-COP-4004-1.1	Level 5	Level 6
		Create content with accurate punctuation, grammar and syntax to ensure clarity of meaning and ease of reading	Propose changes to ensure principles of clear language and logical structure has been applied and that tone used is consistent with established themes and purpose of the communication	Review written material for correct use of grammar and syntax and manage styles or themes appropriate to the publication or types of communication materials		
Knowledge		<ul style="list-style-type: none"> Spelling and typographical mistakes, including commonly misspelled words Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses Types of commonly misused words 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"> Spelling and typographical mistakes, including commonly misspelled words Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses Types of commonly misused words Correct use of adverbs, adjectives and other modifiers Techniques to rewrite phrases and sentences such that they are semantically and grammatically correct Types of style guides Legal and regulatory requirements relating to publishing and intellectual property 	<ul style="list-style-type: none"> Spelling and typographical mistakes, including commonly misspelled words Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses Types of commonly misused words Correct use of adverbs, adjectives and other modifiers Techniques to rewrite phrases and sentences such that they are semantically and grammatically correct Types of style guides Steps to check for accuracy of copy, including quotations Identify possible plagiarism or copyright infringements Legal and regulatory requirements 		
Abilities		<ul style="list-style-type: none"> Create content with accurate punctuation Write using correct use of grammar and syntax 	<ul style="list-style-type: none"> Propose changes to texts using clear language and logical structure Produce text contents according to tone that is consistent with 	<ul style="list-style-type: none"> Edit copy to conform to grammar rules Edit copy to maintain consistency with the publishing house style Identify potential 		

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			established theme	breaches of legal and other regulatory requirements <ul style="list-style-type: none"> • Edit copy to adhere to the of legal and other regulatory requirements 		
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