

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

TSC Category	Outreach and Traffic Optimisation					
TSC	Blog and Vlog Deployment					
TSC Description	Publish and maintain informal websites for information sharing and discussion in a 'diary' style format with entries or 'posts' uploaded and updated in chronological order to drive brand perceptions and experience					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-OTO-2002-1.1	RET-OTO-3002-1.1	RET-OTO-4002-1.1	RET-OTO-5002-1.1	
		Generate blog and vlog content and respond to comments to drive engagement with target audience	Execute policies and guidelines for blog and vlog content creation and report performance of blogging and vlogging efforts	Cascade policies and guidelines for blog and vlog content creation and posting, monitor and review performance of blogging and vlogging efforts	Formulate blogging and vlogging-related policies and guidelines to attract, engage, and retain customers, review and approve blog and vlog posts for deployment on platforms and define performance metrics to measure blogging and vlogging efforts	
Knowledge		<ul style="list-style-type: none"> • Policies and guidelines on blogging and vlogging • Blog and vlog entries principles • Blog and vlog content creation and virality guidelines • Curation supply chain for blogging and vlogging efforts • Types of blog posts, videos, infographics • Criteria for evaluating performance metrics related to blogging and vlogging 	<ul style="list-style-type: none"> • Policies and guidelines on blogging and vlogging • Blog and vlog content creation and virality • Curation supply chain for blogging and vlogging efforts • Types of blog posts, videos, infographics • Criteria for evaluating performance metrics related to blogging and vlogging 	<ul style="list-style-type: none"> • Policies and guidelines on blogging and vlogging • Blog and vlog content creation, posting and virality guidelines • Curation supply chain for blogging and vlogging efforts • Types of blog posts, videos, infographics • Criteria for evaluating performance metrics related to blogging and vlogging 	<ul style="list-style-type: none"> • Organisation's overall media strategy • Policies and guidelines on blogging and vlogging • Purchase decision processes of customers • Blog and vlog content creation and curation guidelines • Types of blog posts, video interviews, questions and answer sessions • Criteria for evaluating performance metrics related to blogging and vlogging 	
Abilities		<ul style="list-style-type: none"> • Perform tasks related to blog and vlog content creation and posting • Draft blog and vlog entries based on defined concepts and topics • Liaise with content creation and curation supply chain for blogging and vlogging efforts • Draft response to comments on blog posts • Prepare reports on performance metrics 	<ul style="list-style-type: none"> • Execute blog and vlog content creation and posting in accordance with policies and guidelines • Contribute ideas for blog and vlog content creation and virality in terms of blog posts, videos and infographics • Collaborate with content creation and curation supply chain for blogging and vlogging efforts 	<ul style="list-style-type: none"> • Manage implementation of policies and guidelines on blogging and vlogging • Manage the content creation and curation supply chain for blogging and vlogging efforts • Manage blog and vlog content creation and virality • Identify and recommend influencers and bloggers to be solicited • Monitor and review 	<ul style="list-style-type: none"> • Translate overall media strategy into policies and guidelines on blogging and vlogging • Lead the customers through the purchase decision processes • Select topics and themes to drive blog and vlog content creation and curation efforts • Conceptualise blog and vlog content creation and virality 	

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		related to blogging and vlogging efforts	<ul style="list-style-type: none"> • Track and respond to comments on blog posts • Track and report performance metrics related to blogging and vlogging efforts 	performance metrics related to blogging and vlogging efforts	<ul style="list-style-type: none"> • Determine blog and vlog posts for deployment on platforms • Define performance metrics related to blogging and vlogging 	
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