

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

<b>TSC Category</b>	Public Relations					
<b>TSC</b>	Media Platforms Management					
<b>TSC Description</b>	Drive organisational policies and procedures for media use as well as develop and implement media plans in business while evaluating their effectiveness					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b> <b>RET-PRE-2003-1.1</b>	<b>Level 3</b> <b>RET-PRE-3003-1.1</b>	<b>Level 4</b> <b>RET-PRE-4003-1.1</b>	<b>Level 5</b> <b>RET-PRE-5003-1.1</b>	<b>Level 6</b>
		Collate information on types of media and support implementation of media platform plans and activities	Monitor various media platform options and propose appropriate social media platforms and tools for achieving communication objectives	Manage development of media plan frameworks, contents and integration of media platforms to achieve business strategies	Drive organisational policies and procedures for media use and establish guidelines and metrics for audience engagement to measure success of media activities.	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Types of media</li> <li>Popularity of media</li> <li>Trends in media usage</li> <li>Research methodologies</li> </ul>	<ul style="list-style-type: none"> <li>Types of media</li> <li>Popularity of media</li> <li>Trends in media usage</li> <li>Media usage trends</li> <li>Methods to integrate various media platforms</li> </ul>	<ul style="list-style-type: none"> <li>Media platform management strategies</li> <li>Components of media engagement plans</li> <li>Trends in media usage</li> <li>Media usage trends</li> <li>Methods to integrate various media platforms</li> <li>Key performance indicators to evaluate media platform effectiveness</li> </ul>	<ul style="list-style-type: none"> <li>Media platform management strategies</li> <li>Components of media engagement plans</li> <li>Trends in media usage</li> <li>Processes in navigating through various media platforms</li> <li>Users of various media platforms</li> <li>Approaches for media platform management</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Support conduct of research and summarise key findings on media platforms and tools</li> <li>Support implementation of media platform management activities</li> <li>Document media plan activities, timelines and targets</li> </ul>	<ul style="list-style-type: none"> <li>Assess various media platform options</li> <li>Review appropriate media platforms and tools to meet organisational objectives</li> <li>Organise research efforts on media platforms, tools and strategies and analyse media platform performance</li> <li>Escalated complaints, potential conflicts and crisis situations</li> </ul>	<ul style="list-style-type: none"> <li>Determine media platforms for communications</li> <li>Develop and facilitate the content and integration of media platforms</li> <li>Develop the media plan framework by defining the activities, timelines, targets and responsibilities</li> <li>Manage and address escalated complaints, conflicts and crisis situations</li> </ul>	<ul style="list-style-type: none"> <li>Develop media platform management strategies</li> <li>Establish organisational policies and procedures for media and social media use.</li> <li>Establish guidelines for audience engagement and appropriate content</li> <li>Define metrics to measure success of media activities</li> <li>Design appropriate resource models to implement media plans and media plan framework</li> <li>Oversee the management of escalated complaints, conflicts and crisis situations</li> </ul>	