

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

TSC Category	Public Relations					
TSC	Media Strategy Development					
TSC Description	Develop, execute and evaluate media strategies and plans to assess impact of media advertising across channels in relation to target customers					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-PRE-2004-1.1	RET-PRE-3004-1.1	RET-PRE-4004-1.1	RET-PRE-5004-1.1	
		Collect past media performance and information to assist in refining media planning strategies	Conduct media plans activities within allocated budgets and timelines.	Create media plans which define media requirements of the advertising briefs and manage budget allocation per medium per advertising period across channels	Develop a strategy to select media vehicles that meet creative and frequency requirements of the advertising messages to be achieved within agreed timelines and budgets	
Knowledge		<ul style="list-style-type: none"> Forms of media channels used for organisation's brand and marketing activities Types of media and their impact and coverage Trends in media usages Methods to integrate various media platforms Market research methodologies 	<ul style="list-style-type: none"> Forms of media channels used for organisation's brand and marketing activities Types of media and their impact and coverage Trends in media usages Methods to integrate various media platforms 	<ul style="list-style-type: none"> Brand and marketing strategies Forms of media channels used for organisation's brand and marketing activities Types of media and their impact and coverage Trends in media usages Budgets for media buying Key performance indicators to evaluate media effectiveness Methods to integrate various media platforms Media platform management strategies Key performance indicators to evaluate media platform effectiveness 	<ul style="list-style-type: none"> Brand and marketing strategies Forms of media channels used for organisation's brand and marketing activities Types of media and their impact and coverage Trends in media usages Key performance indicators to evaluate media effectiveness Methods to integrate various media platforms Media platform management strategies Key performance indicators to evaluate media platform effectiveness Organisational objectives and business strategies 	
Abilities		<ul style="list-style-type: none"> Prepare documentation of past media performance for team analysis Collate information to assist in refining media planning strategies and plans Support conduct of research on media platforms and tools Summarise key findings on media platforms and 	<ul style="list-style-type: none"> Collect and analyse information about different media channels, such as newspapers, magazines, radio, films, television, the internet and outdoor media Assess identified media vehicles based on past media performance Assess new or alternative media vehicles 	<ul style="list-style-type: none"> Assess the impact and suitability of different types of media for targeting a specific market Develop media plans according to media requirements of the advertising briefs Oversee budget allocation per medium per advertising period across 	<ul style="list-style-type: none"> Analyse media usages and needs Develop media planning strategies as directions for selecting media vehicles that meet creative, reach and frequency requirements of the advertising messages to be achieved within agreed timelines and budgets 	

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		<p>tools for use to organisation</p> <ul style="list-style-type: none"> • Support media plan development • Test new or alternative media vehicles to meet creative, reach and frequency requirements of the advertising messages 	<ul style="list-style-type: none"> • Propose appropriate media platforms and tools • Execute media plans within allocated budgets and timelines 	<p>channels</p> <ul style="list-style-type: none"> • Assess impact of media using across channels and measure effectiveness in the overall strategies • Recommend strategies for using certain media effectively to attract and retain customers, increase brand recognition and maintain customer satisfaction and loyalty • Determine media platforms for communications • Develop and facilitate the content and integration of media platforms 	<ul style="list-style-type: none"> • Set key performance indicators to evaluate media planning • Establish media plan objectives, legal and ethical organisational requirements • Establish target audience profiles for each media platform • Evaluate the costs and effectiveness of media to brand's target markets or audience • Negotiate with media owners or agencies on rates and positioning within media • Develop media platform management strategies • Lead and drive organisational policies and procedures for media and social media use 	
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