

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

TSC Category	Programme and Campaign Management					
TSC	E-Commerce Campaign Management					
TSC Description	Develop, manage and execute e-Commerce strategies and campaigns according to agreed timelines and budgetary requirements					
TSC Proficiency Description	Level 1	Level 2 RET-PCM-2002-1.1	Level 3 RET-PCM-3002-1.1	Level 4 RET-PCM-4002-1.1	Level 5 RET-PCM-5002-1.1	Level 6
		Conduct pre-campaign testing of online campaign activities and online portals and collect information pertaining to campaign performance	Implement and monitor e-Commerce campaigns activities and collaborate with partners closely	Develop detailed e-Commerce campaigns, liaise with partners to enhance online awareness, website and campaign visibility and manage campaigns	Drive e-Commerce campaign development, implementation and review the effectiveness of campaign to achieve organisational objectives	
Knowledge		<ul style="list-style-type: none"> Objectives of e-Commerce campaigns Types of online mechanics and activities Types of products and/or services to be advertised Types of mobile, online and social media platforms Pre-campaign testing evaluation criteria 	<ul style="list-style-type: none"> Objectives of e-Commerce campaigns E-Commerce campaign management tactics Data analytics Methods to advertise products online Campaign messages schedules 	<ul style="list-style-type: none"> E-Commerce strategies E-Commerce campaign management tactics Types of customers Customer satisfaction Campaign messages and schedules Campaign evaluation tools and methods 	<ul style="list-style-type: none"> E-Commerce strategies Objectives of campaigns Types of customer Customer satisfaction Campaign evaluation tools and methods 	
Abilities		<ul style="list-style-type: none"> Contribute ideas for e-Commerce campaign development Collect information pertaining to past campaign performance, mobile, online and social media platforms Perform continuous pre-campaign testing of online mechanics and activities Refine online mechanics and activities, mobile, online and social media platforms based on pre-testing Collect data for campaign effectiveness evaluation for ongoing refinement of online campaign activities Support evaluation of 	<ul style="list-style-type: none"> Review pre-testing outcomes to ensure smooth operation of campaign activities Execute e-Commerce campaigns in alignment to e-Commerce strategies Conduct data analytics to monitor campaign performance, online mechanics and activities Monitor feedback via online and social media platforms for customers' satisfaction Refine online mechanics and activities, mobile, online and social media platform 	<ul style="list-style-type: none"> Develop online mechanics and activities for e-Commerce campaigns Select potential mobile, online and social media platform to reach out to target customers Manage execution of campaign to achieve the desired results Evaluate customer satisfaction and sales to determine effectiveness of campaigns Refine campaign to enhance its effectiveness Manage pre-campaign testing Manage mobile, online and social media platforms 	<ul style="list-style-type: none"> Establish e-Commerce strategies and campaign objectives Establish target customers Establish performance targets aligned to e-Commerce strategies, sales and customer satisfaction Evaluate online mechanics and activities of e-Commerce campaigns Evaluate effectiveness of mobile, online and social media platforms in reaching target customers Recommend improvements to online mechanics and activities based on evaluation 	

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		campaign performance for improvement in future campaigns		<ul style="list-style-type: none"> • Manage campaign budgets • Collaborate with business partners to create sales opportunities and enhance online awareness, websites' and campaigns' visibility 	outcomes	
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