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| TSC Category | Marketing Communications | | | | | |
| 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 |
| | | HAS-PRE-2004-1.1 | HAS-PRE-3004-1.1-1 | HAS-PRE-4004-1.1-1 | HAS-PRE-5004-1.1-1 | |
| | | 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 allocations per medium per advertising period across channels | Develop strategies 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 Types of analytical tools | <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 | <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 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 | <ul style="list-style-type: none"> Collect and analyse information about different media channels Assess identified media vehicles based on past media performance Assess new or alternative media vehicles Propose appropriate media platforms and tools | <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 allocations per medium | <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 | |

**SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

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| | | <ul style="list-style-type: none"> • Summarise key findings on media platforms and tools for use to organisation • 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"> • Execute media plans within allocated budgets and timelines | <p>per advertising period across channels</p> <ul style="list-style-type: none"> • Assess impact of media used across channels and measure effectiveness in the overall strategies • Recommend strategies for using certain media to attract and retain customers • Recommend strategies to 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 channels to brand's target markets or audience • Negotiate with media owners or agencies on rates and positioning within media channels • Develop media platform management strategies • Lead and drive organisational policies and procedures for media and social media use | |
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