

**SKILLS FRAMEWORK FOR TOURISM
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

TSC Category	Business Development, Sales and Marketing					
TSC	Brand Campaign Management					
TSC Description	Develop evaluation strategies for brand campaign effectiveness and analyse data to provide recommendations for improvements in future brand campaigns					
TSC Proficiency Description	Level 1	Level 2 TOU-SNM-2013-1.1	Level 3 TOU-SNM-3013-1.1-1	Level 4 TOU-SNM-4013-1.1-1	Level 5 TOU-SNM-5013-1.1-1	Level 6
		Assist in brand campaign activities, support pre-campaign testing and consolidate information pertaining to outcomes of brand campaign performance	Conduct pre-campaign testing, review campaign performance and evaluate brand campaign effectiveness data to develop recommendations for improvements in future campaigns	Assess brand campaign information to determine success and document recommendations for improvements in future campaigns	Develop evaluation strategies for brand campaign effectiveness and oversee campaign implementation	
Knowledge		<ul style="list-style-type: none"> Objectives of campaigns Types of products and/or services to be advertised Items to evaluate during pre-campaign testing Pre-campaign testing evaluation criteria 	<ul style="list-style-type: none"> Objectives of campaigns Campaign schedules Means of using data gathered from pre-campaign testing 	<ul style="list-style-type: none"> Brand management strategies Objectives of campaigns Campaign evaluation tools and methods Means of using data gathered from pre-campaign testing Techniques to evaluate brand campaign effectiveness 	<ul style="list-style-type: none"> Brand management strategies Objectives of campaigns Dimensions of brand effectiveness Campaign evaluation tools and methods Practices for establishing campaign budgets Techniques to evaluate brand campaign effectiveness 	
Abilities		<ul style="list-style-type: none"> Participate in a continuous pre-campaign testing cycle on brand communications and messages Support evaluation of campaign performance for improvements in future campaigns Contribute ideas for campaign development Collect information pertaining to past campaign performance 	<ul style="list-style-type: none"> Conduct pre-campaign testing plans on brand communications and messages Analyse evaluation data to develop and document recommendations for improvements in future brand campaigns Execute brand campaigns in alignment to marketing strategies, operational plans and budgets 	<ul style="list-style-type: none"> Develop strategies to enhance brand positioning Develop operational plans to achieve campaign and brand objectives Develop detailed brand campaigns Manage execution of campaigns to achieve the desired results Set performance measures for each 	<ul style="list-style-type: none"> Review brand campaign management strategies Establish campaign objectives Review performance targets of brand campaign activities Evaluate brand campaign performance against metrics and targets to measure effectiveness of marketing operational plans 	

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		<p>and identified buyer personas</p> <ul style="list-style-type: none"> • Perform tasks in relation to pre-campaign testing activities with identified buyer persona sample • Collect data for campaign effectiveness evaluation 	<ul style="list-style-type: none"> • Analyse information on brand's image and customer feedback versus desired brand positioning • Monitor campaign performance and effectiveness in accordance with performance measures to further refine action plans • Research potential communication tools to reach out to targets effectively and increase interest in website products and/or services • Analyse customer responses to determine effectiveness of the campaigns 	<p>element of the campaigns</p> <ul style="list-style-type: none"> • Refine operational plans based on pre-campaign test findings • Manage campaign budgets • Establish performance targets aligned to brand image, brand positioning, sales and marketing strategies and objectives • Select performance metrics and targets to measure effectiveness of marketing operational plans • Recommend potential communication tools to reach out to targets effectively and increase interest in website products and/or services • Monitor campaign performance and effectiveness in accordance with performance measures to further refine operational plans 	<ul style="list-style-type: none"> • Evaluate performance of marketing operational plans in meeting brand objectives • Recommend improvements to marketing operational plans based on evaluation outcomes • Evaluate campaign performance and effectiveness in accordance with performance measures 	
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