

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

TSC Category	Business Development, Sales and Marketing					
TSC	Media Platforms Management					
TSC Description	Drive organisational policies and procedures for media use as well as develop and implement media plans in business while evaluating their effectiveness					
TSC Proficiency Description	Level 1	Level 2 TOU-PRE-2003-1.1	Level 3 TOU-PRE-3003-1.1-1	Level 4 TOU-PRE-4003-1.1-1	Level 5	Level 6
		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		
Knowledge		<ul style="list-style-type: none"> Types of media Popularity of media Trends in media usage Research methodologies 	<ul style="list-style-type: none"> Types of media Popularity of media Trends in media usage Media usage trends Methods to integrate various media platforms 	<ul style="list-style-type: none"> Media platform management strategies Components of media engagement plans Trends in media usage Media usage trends Methods to integrate various media platforms Key performance indicators to evaluate media platform effectiveness 		
Abilities		<ul style="list-style-type: none"> Support conduct of research and summarise key findings on media platforms and tools Support implementation of media platform management activities Document media plan activities, timelines and targets 	<ul style="list-style-type: none"> Assess various media platform options for integration Analyse appropriate media platforms and tools to meet organisational objectives Organise research efforts on media platforms, tools and strategies and analyse media platform performance Escalate complaints, potential conflicts and crisis situations arising from media users 	<ul style="list-style-type: none"> Determine media platforms for communications Develop and facilitate the contents and integration of media platforms Develop the media plan frameworks by defining the activities, timelines, targets and responsibilities Manage and address escalated complaints, conflicts and crisis situations arising from media users 		