

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

TSC Category	Business Development, Sales and Marketing					
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 TOU-PRE-2004-1.1	Level 3 TOU-PRE-3004-1.1-1	Level 4 TOU-PRE-4004-1.1-1	Level 5 TOU-PRE-5004-1.1-1	Level 6
		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 	<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 	<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 	<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 	

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		<ul style="list-style-type: none"> • Support conduct of research on media platforms and tools • 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"> • Propose appropriate media platforms and tools • Execute media plans within allocated budgets and timelines 	<ul style="list-style-type: none"> • Oversee budget allocations per medium per advertising period across channels • 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 	<p>messages to be achieved within agreed timelines and budgets</p> <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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