

Specification of Competency Standards
for the Information & Communications Technology Industry
Unit of Competency

Functional Area - Strategic Management

Title	Manage information strategy to facilitate product development and marketing
Code	108022L5
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners entrusted with formulating strategies in the organisation. Information is a valuable corporate asset and getting the right information, to the right people at the right time is a key management objective. This UoC concerns competence for managing information strategy to facilitate product development and marketing by the users and creators of information in a digital media organisation. Also the generation of information differs - production team mainly creates internally, in production work flow, whereas marketing will acquire lots of information externally.
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <p>1. Knowledge for managing information strategy to facilitate product development and marketing</p> <ul style="list-style-type: none"> • Possess good project management skills and capable of implementing business strategies • Possess in-depth knowledge of current and upcoming digital media trends and technologies • Possess detail knowledge of various lifecycles, including: digital media product development lifecycle, information lifecycle, marketing lifecycle, etc. • Possess in-depth knowledge of business management and strategy formulation skills <p>2. Manage information strategy to facilitate product development and marketing</p> <ul style="list-style-type: none"> • Understand the organisation information strategy to ensure the management of the strategy are aligned with the corporate strategy • Assess various aspects of the organisation in relation to information strategy, including but not limited to the following: <ul style="list-style-type: none"> ○ Business objectives and goals, such as improving productivity, developing marketing knowledge with analytics to assist product sales, etc. ○ Range of legacy systems ○ Data governance, if any ○ Roles and responsibilities • Determine the 4 Vs (volume, velocity, variety, value) of information, such as: <ul style="list-style-type: none"> ○ Product data ○ Voice of customers ○ Other internal and external stakeholder (R&D, external experts, etc.) • Develop information architecture with models, metadata, and business rules that map to the corporate enterprise architecture • Develop information policies, processes, and procedures governing information use and protection • Develop an information management plan and a plan for implementation, including but not limited to the following : <ul style="list-style-type: none"> ○ Methodology for evaluating the suitability of information management solutions within the context of the organisation ○ Tools and systems that enable and control the information flow ○ Architecture for capture, storing and transferring/delivering information ○ Mechanism to monitor usage and acquisition of information ○ Develop guidelines for : <ul style="list-style-type: none"> ▪ Optimisation of information

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	<ul style="list-style-type: none"> ▪ Risk tolerant ▪ How information is disposed ▪ etc. ○ Develop training sharing sessions to communicate standards, procedures and adoption of information systems • Develop monitoring and review mechanisms that can evaluate tangible benefits and improvement of the information strategy • Document and present management plan to senior managers or board to gain their support and approval for adoption/implementation <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Apply industry best practices when developing management and implementation plans
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Fully understand the organisation's information strategy and the objectives of the strategy • Comprehensively identify and assess all factors that affect the success in management of the information strategy • Identify and create 4Vs of the information related to the production development and marketing • Develop, present and gain approval for the management and implementation plan
Remark	<p>Although the title is target for production and marketing, which may be as a first project to roll out, the competence in this UoC can also be applied generally across the whole organisation</p>