

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

Functional Area - Marketing Management

Title	Coordinate and manage digital marketing contents production
Code	108044L4
Description	This unit of competency applies to practitioners who are involved in creating contents for digital marketing. With the commonly adopted belief of “Content is the king”, the contents will draw the prospects in and prompt them to share marketing messaging across their networks. Contents will also fuel social marketing, email marketing, lead nurturing, and scoring. Hence, contents need to be thought provoking, inspiring, and it needs to have the right ingredients to incite an emotional response from the audience. This UoC concentrates on competencies to manage or coordinate the production of these essential elements for digital marketing campaigns. Content production may be in-house or outsourced. The coordinator needs to ensure the requirements are conveyed to the creators and ensure the delivered contents complied with requirements and standards.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for coordinating and managing digital marketing contents production</p> <ul style="list-style-type: none"> • Possess basic project and people management skills for managing digital content production • Possess good communication and interpersonal skills that can communicate with all levels content production team either internal or external • Possess good knowledge of digital marketing content production life cycle • Possess in-depth knowledge of digital marketing techniques • Possess in-depth knowledge of the organisation’s content development policies and guidelines <p>2. Coordinate and manage digital marketing contents production</p> <ul style="list-style-type: none"> • Familiar with the digital marketing implementation plan for digital marketing campaign • Work with the Product Marketing team and other stakeholders to obtain information needed for development of contents production plan, such as: <ul style="list-style-type: none"> ○ Campaign activities ○ Campaign objectives ○ Audience profile ○ Type of content requirements ○ Publishing channel (Web site, social media, Search Engine Optimisation (SEO), banner, mobile, etc.) ○ Timeframe • Develop content production plan with schedule and responsibilities. Plan should include: <ul style="list-style-type: none"> ○ Create a list of every piece of content to be developed ○ Decide when contents should be created (e.g. 2 weeks before publishing date) ○ Coverage period (e.g. covering whole month) ○ Which and what content are produced in-house ○ Which and what contents are produced by outsourced content creators • Consolidate the content production plans into a single marketing (content) calendar. Add that list of content to the marketing calendar with clear deadlines. Get entire team and stakeholders using the same tool so that everyone is on the same page • Formulate content brief that can communicate details of marketing and contents requirements precisely and concisely to production team • Develop proofing procedure

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	<ul style="list-style-type: none"> • Perform proofing of completed contents and perform regular review sessions with production team to improve quality of produced contents and ensure the produced contents achieve marketing goals • Coordinate the publishing of completed contents on appropriate digital marketing channels • Monitor the effectiveness of the published contents with monitoring tools and collect statistics, records and reports which can be used for campaign review purpose <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Keep abreast with trend of content marketing techniques and new tools for creation of digital media contents effectively and efficiently • Contribute new and innovative ideas for contents creation but always comply with organisation's guidelines
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Collect all the needed information for the production of content production plan and drafting of content brief • Produce a content production plan with full complete list of all required digital contents for the marketing campaign that are correctly scheduled and allocated to creators. Additionally, ensure all content production team members use the same marketing calendar and aware of deadlines • Draft and communicate content briefs with internal and external content creators to ensure they fully understand the content requirements and have all the necessary information required for the production of the digital contents with no delay • Collect all monitored information related to the published contents that can be used for the overall marketing campaign reviews
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