

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

Functional Area - Marketing Management

Title	Handle outsourced digital marketing
Code	108048L3
Description	This unit of competency applies to all digital marketing practitioners who are involved in planning implementation of digital marketing. The digital marketing world has undergone quite the evolution in recent years. Early on, it involved little more than strategically placed banner ads and targeted e-newsletters. But today, it's normal to involve multiple channels and platforms. Some companies are able to accomplish this in-house, while others completely outsource the task or take a hybrid approach. This UoC concentrates on competence of the latter two, particularly in competencies of managing outsource service provider (outsourced partners) in digital marketing with hybrid strategy.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for handling outsourced digital marketing</p> <ul style="list-style-type: none"> <li>• Possess project management, planning and people management skills</li> <li>• Possess good communication and relationship management skills</li> <li>• Possess good knowledge of implementing outsourced digital marketing projects</li> <li>• Possess basic contract management skills</li> <li>• Possess in-depth knowledge of digital marketing and coordinating digital marketing campaigns</li> </ul> <p>2. Handle outsourced digital marketing:</p> <ul style="list-style-type: none"> <li>• Identify and create a list of digital marketing tasks and marketing roles that the organisation prefers to be outsourced after weighted out the advantages and disadvantage. For example: <ul style="list-style-type: none"> <li>○ Full digital marketing agent</li> <li>○ Audio/video editor</li> <li>○ Content writer</li> <li>○ SEO (Search Engine Optimisation)/SEM (Search Engine Marketing)/Web Marketer</li> <li>○ Social media blogger</li> </ul> </li> <li>• Identify and select reputable outsource service providers for each component of digital marketing with following or combination of following methods: <ul style="list-style-type: none"> <li>○ Publicly advertised and invited service providers</li> <li>○ Personal recommendations</li> <li>○ Through research tools include asking peers on LinkedIn</li> <li>○ Study service provider's previous clients and portfolio</li> </ul> </li> <li>• Adhere to the organisation's purchasing policies and guidelines to commission the outsource services provider. Identify and be directly in contact with the services provider's allocated account handler</li> <li>• Plan how to manage the outsourced partner's team members, as well as deciding how work are delivered, quality controlled, and distributed, that are comparable to internal team. This will need to be communicated to the outsourced partner and setup a workflow procedure for outsourced partner's team to follow</li> <li>• Write project brief to the outsourced partners that clearly states the exact task requirements with timeframes. Also provide the outsourced partner with all the necessary information, materials and other necessities to help the services provider complete the required task</li> </ul>

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	<ul style="list-style-type: none"> <li>• Carry out quality assurance of delivered work and provide support to marketing campaigns when required</li> <li>• Complete services report, in accordance with the organisation standards, and perform reviews with various stakeholders, including outsource service providers</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Continuously improve outsourcing project management skills and ensure outsourced partners and the internal project team are working to the same goals</li> <li>• Always look after the interest of the company but with respects to outsourced partners</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Determine and compile a complete list of digital marketing tasks and roles that the company prefers/decides to be outsourced</li> <li>• Source and commission an outsourced partner in accordance with the organisation guidelines</li> <li>• Formulate a work plan and communicate effectively to the outsourced partner with agreed deliverables</li> <li>• Perform quality control on completed tasks of the outsourced partners that fulfill the requirements and complied with the organisation standards</li> </ul>
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