

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 7. Product Development and Brand Marketing
(Key Function – 7.6 Brand Marketing and Corporate Communication)

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| Title | Organise communication activities to build and enhance corporate brand salience |
| Code | 109452L4 |
| Range | Execution of different kinds of communication activities to promote the brand name of the bank. This refers to communication activities catered for a particular business area and applies to activities targeted at specific stakeholder groups. |
| Level | 4 |
| Credit | 3 (For Reference Only) |
| Competency | <p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Possess the knowledge of the communication tactics and activities and apply the knowledge to clarify the implementation details of the programme with reference to the communication strategies of the bank; • Understand the implementation details hence to organise the activities independently and respond to unexpected incidence effectively. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Conduct internal branding campaigns to ensure all employees live and speak the brand value; • Provide induction to new colleagues to help them understand the corporate values and special characteristics of the bank; • Offer corporate branding training to new employees of the bank in order to help them act in alignment with corporate image; • Provide consultation in aligning brand image when conducting conferences, events, and sales initiative programs held by other business and operation units; • Prepare and execute communication campaigns for the identification of sales leads, creation of awareness on corporate branding and product, development of networking opportunities and industry / trade events, and tracking / analysis of marketing programs. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Implement communication activities to maximize brand exposure and strengthen brand proposition through conventional and digital channels; • Work with different parties to ensure an effective and timely brand development programme implementation; • Keep consistent and close contacts with appropriate media channels and release most up-to-date information of the bank for publicity purpose. |
| Assessment Criteria | <p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Execution of different communication programmes to promote the brand to different stakeholders. The implementation should be in accordance to the programme plan. Suitable actions are taken during the event to ensure the smooth running of the programme. |
| Remark | |