

Specification of Competency Standards
for the Fashion
Unit of Competency.

Functional Area - Sales & Marketing

Title	Coordinate and implement social media marketing campaigns
Code	111533L4
Range	This unit of competency applies to practitioners who are responsible for coordinating and executing an organisation's social media marketing campaigns.
Level	4
Credit	3 (<i>For Reference Only</i>)
Competency	Performance Requirements 1. Knowledge in the subject area Be able to • compare major social media marketing principles, including target audiences, content strategies, and platform selection • understand consumer behavior and social media engagement trends and state their implications for content planning and publishing campaigns • review the role of influencer marketing and digital partnerships in enhancing reach and credibility • state internal organisational guidelines and legal requirements related to digital content and advertising • evaluate resource allocation in social media marketing campaigns and its impact on marketing strategies 2. Application and process Be able to • write campaign briefs and content guidelines aligned with organisational objectives and target audience preferences • select appropriate platforms and content formats based on the features of different social media platforms, target audiences and potential customer analysis • review and approve published content to ensure accuracy, appropriateness, consistency, and compliance with organisational guidelines and goals • evaluate the relevance and effectiveness of influencers and potential partners, select and coordinate collaboration arrangements to expand campaign reach • optimise content formats and publishing schedules based on data analytics and audience feedback to improve reach and conversion rates • analyse basic engagement data and produce clear, structured reports to support marketing performance evaluation and subsequent decision making • allocate resources and budget across different social media platforms, content creation, and promotional activities based on campaign goals, budget constraints and expected outcomes, making adjustments as needed

	3. Exhibit professionalism Be able to • ensure content consistency across all social media platforms in compliance with organisational guidelines and legal standards • communicate and coordinate work arrangements with internal teams and external stakeholders to ensure social media marketing campaigns proceed as planned and achieve set objectives
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to accomplish: • Use analysis of target audiences, consumer behavior, and social media usage trends to exercise sound judgment in planning, coordinating and implementing social media marketing campaigns that align with organisational objectives, while selecting appropriate platforms and content strategies. • Review and release content in compliance with organisational guidelines and relevant regulations during campaign execution, ensuring message consistency and appropriateness across different platforms. • Utilise data analysis and logical reasoning to allocate resources and budget across various social media platforms, content creation, and promotional activities based on campaign goals and budget limitations, making informed assessments of their effectiveness.
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