|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **TSC Category** | Sales and Marketing | | | | | |
| **TSC Title** | Content Strategy | | | | | |
| **TSC Description** | Develop a content strategy to include the conceptualisation and mapping of digital storyboards as well as the optimisation of content delivery parameters to market the organisation's products and services | | | | | |
| **TSC Proficiency Description** | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** | **Level 6** |
|  |  |  | **ICT-SNM-4004-1.1** | **ICT-SNM-5004-1.1** |  |
|  |  |  | Determine optimal content types, styles, modes and frequency of content delivery, and translate content ideas into digital storyboards. | Establish overall content strategy for the organisation, evaluate and align marketing content ideas with evolving trends and business goals and priorities. |  |
| **Knowledge** |  |  |  | * Principles of digital storytelling * Potential customers' evolving preferences of content types, styles and modes of delivery * Process of developing digital storyboard * Parameters of delivering content for marketing purposes * Features of marketing content * Modes of content delivery for marketing | * Organisational priorities and strategy * Objectives of content strategy * Best practices in content management * Emerging trends in marketing content delivery |  |
| **Abilities** |  |  |  | * Conceptualise content ideas to meet marketing objectives * Map out digital storyboards as part of a content strategy * Identify content requirements based on evaluation of customers and potential customer preferences * Determine frequency of delivering marketing content to customers * Determine types and styles of content to be delivered to customers * Determine modes and processes for distributing content * Develop guidelines for content strategy execution | * Establish overall content strategy for the organisation * Establish target audience for content * Evaluate content ideas for marketing * Develop a plan for managing content throughout its lifecycle * Align marketing content to business goals, priorities and strategic direction * Determine a content management system |  |
| **Range of Application** |  | | | | | |