

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT

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				<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Organisational priorities and strategy Objectives of content strategy Best practices in content management Emerging trends in marketing content delivery 	
Abilities				<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	

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				<ul style="list-style-type: none"> • Determine types and styles of content to be delivered to customers • Determine modes and processes for distributing content • Develop guidelines for content strategy execution 	<ul style="list-style-type: none"> • Determine a content management system 	
Range of Application						