TSC Category	Sales and Marketing				
TSC Title	Brand Management				
TSC Description	Co-create the organisation's projected brand and reputation with the customer, consider customer's perspectives and the organisation's desired image and priorities. This also includes the development and execution of branding campaigns, public relations and reputation management strategies to sustain or enhance the desired brand				
TSC Proficiency Description	**Level 1**	**Level 2**	**Level 3**	**Level 4**	**Level 5**	**Level 6**
			ICT-SNM-3002-1.1	ICT-SNM-4002-1.1	ICT-SNM-5002-1.1	
			Deliver branding designs and execute branding and public relations campaigns and activities, incorporating customers' perspectives and responses	Facilitate co-creation of a positive brand image through stakeholder programmes and interactions, and develop ideas for improving brand identity and reputation	Visualise the desired user experience and lead the co-creation of branding strategy with internal and external stakeholders to develop the desired identity	
Knowledge			• Basics in branding • Role of branding in marketing • Importance of the customer in influencing the brand reputation • Perceptions of customers of the brand, products and services • Internal and external stakeholders influencing the brand • Indicators of successful branding • Measures or indicators of organisation's reputation on different platforms • Types of external audience • Public relations tactics	• Methods to assess consumer's perceptions, needs and responses • Role and influence of internal and external stakeholders in shaping the brand and reputation • Techniques to manage social media partners and influencers • Strategies to shape desired brand through customer and stakeholder interactions • Branding approaches and strategies • Legal parameters related to branding • Target audience of public relations strategies • Public relations campaign trends • Public relations and external communication tools	• Techniques to engage internal and external stakeholders in defining brand identity • Organisational priorities and desired long term outcomes • Legal standards, regulatory and ethical considerations involved in branding • Range of branding strategies and their features, pros and cons • Indicators of branding effectiveness • Factors to consider when identifying public relations needs and interacting with media • Legal, regulatory, ethical and socio-cultural considerations related to public relations plans	
Abilities			• Perform active listening from customer to	• Develop brand campaign ideas for products or	• Formulate objectives of the organisation's brand	

			• understand customer's perspective of the organisation • Draft branding designs and ideas highlighting the product or service's attributes and benefits • Execute branding campaigns, events and activities to increase brand awarenes • Document customer reception to brand and outcome of branding campaigns • Monitor the success of the brand against Key Performance Indicators (KPI) • Execute public relations campaigns in alignment to brand positioning strategies, operational plans and budget • Assess organisation's reputation on social media and other platforms • Provide suggestions to improve public relations campaign effectiveness	services to increase brand awareness • Coordinate with relevant stakeholders to legally protect brand against infringements • Manage relationships with internal and external stakeholders to shape brand • Implement customer engagement and interaction strategies to align perspectives of the brand • Facilitate co-creation of a positive brand image through customer programmes and interactions • Lead the implementation of branding campaigns • Develop ideas for improving brand identity and organisation's reputation • Recommend potential communications tools to effectively reach out to target • Manage public relations implementation plan to preserve or enhance organisation's reputation	identity and projected image • Visualise the desired user experience • Articulate the organisation brand's role in fulfilling the desired user experience • Lead co-creation of branding strategy with internal and external stakeholders to develop the desired identity • Verify that the organisation's or product's brand and associated collaterals are aligned with legal and industry standards • Establish branding guidelines for users in the organisation • Integrate brand with other sales, marketing and business functions • Develop key indicators of success for the monitoring of brand effectiveness • Establish a public relations and reputation management strategy for the brand • Manage critical external facing communications	
Range of Application					