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| **TSC Category** | Sales and Marketing | | | | | |
| **TSC Title** | Marketing Campaign Management | | | | | |
| **TSC Description** | Develop evaluation strategies for marketing campaign effectiveness and analyse data to provide recommendations for improvements in future marketing campaigns | | | | | |
| **TSC Proficiency Description** | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** | **Level 6** |
|  |  | **ICT-SNM-3017-1.1** | **ICT-SNM-4017-1.1** | **ICT-SNM-5017-1.1** |  |
|  |  | Execute marketing campaigns based on creative briefs, ensure compliance with budgetary requirements and collaborate with partners | Develop marketing campaigns and enhance campaign awareness and campaign visibility | Drive marketing campaign development, implementation and review the effectiveness of campaign to achieve organisational objectives |  |
| **Knowledge** |  |  | * Objectives of campaigns * Components of operational plans * Considerations when selecting the marketing mix * Types of products and/or services to be advertised * Campaign schedules * Means of using data gathered from pre-campaign testing | * Objectives of campaigns * Components of operational plans * Considerations when selecting the marketing mix * Components of budgets * Marketing campaign management tactics * E-commerce trends * Messages to be communicated * Products to be advertised * Possible media options * Campaign schedules * Means of using data gathered from pre-campaign testing | * Marketing strategies * Objectives of campaigns * Dimensions of marketing campaign effectiveness * Campaign evaluation tools and methods * Types of performance metrics * Mechanics of an integrated marketing communications structure * Types of messages to be communicated * Types of products to be advertised |  |
| **Abilities** |  |  | * Execute marketing campaign in alignment to marketing strategies, operational plans and budgets * Conduct pre-campaign testing plans * Monitor campaign performance and effectiveness in accordance with performance measures to further refine action plans * Analyse evaluation data to develop and document recommendations for improvement in future marketing campaigns * Monitor media platforms for campaign execution and competitors’ responses * Gather feedback from customers, retail store managers and/or supervisors and online platforms | * Develop operational plans to achieve marketing campaign objectives * Select relevant communication tools to reach out to target markets effectively * Set performance measures for each element of the campaigns * Manage pre-campaign testing plans to gauge effectiveness of the campaigns and refine operational plans * Manage operational plans * Manage campaign budgets * Evaluate customer responses to determine effectiveness of the campaigns * Refine campaigns to enhance its effectiveness * Monitor and evaluate campaign performance and effectiveness in accordance with performance measures to further refine operational plans * Evaluate media effectiveness against media cost | * Establish campaign objectives * Establish target market profiles, customer profiles and/or personas * Establish performance targets aligned to brand, sales and marketing strategies and objectives * Select performance metrics and targets to measure effectiveness of marketing operational plans * Drive marketing campaign action plans and chain of activities aligned to marketing strategies * Evaluate performance effectiveness of marketing operational plans in meeting marketing objectives * Recommend improvements to marketing operational plans based on evaluation outcomes |  |
| **Range of Application** |  | | | | | |