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| **TSC Category** | Sales and Marketing | | | | | |
| **TSC Title** | Media Platforms Management | | | | | |
| **TSC Description** | Drive organisational policies and procedures for media use as well as develop and implement media plans in business while evaluating their effectiveness | | | | | |
| **TSC Proficiency Description** | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** | **Level 6** |
|  | **ICT-PRE-2003-1.1** | **ICT-PRE-3003-1.1** | **ICT-PRE-4003-1.1** | **ICT-PRE-5003-1.1** |  |
|  | Collate information on types of media and support implementation of media platform plans and activities | Monitor various media platform options and propose appropriate social media platforms and tools for achieving communication objectives | Manage development of media plan frameworks, contents and integration of media platforms to achieve business strategies | Drive organisational policies and procedures for media use and establish guidelines and metrics for audience engagement to measure success of media activities |  |
| **Knowledge** |  | * Types of media * Popularity of media * Trends in media usage * Research methodologies | * Types of media * Popularity of media * Trends in media usage * Media usage trends * Methods to integrate various media platforms | * Media platform management strategies * Components of media engagement plans * Trends in media usage * Media usage trends * Methods to integrate various media platforms * Key performance indicators to evaluate media platform effectiveness | * Media platform management strategies * Components of media engagement plans * Trends in media usage * Processes in navigating through various media platforms * Users of various media platforms * Approaches for media platform management |  |
| **Abilities** |  | * Support conduct of research and summarise key findings on media platforms and tools * Support implementation of media platform management activities * Document media plan activities, timelines and targets | * Assess various media platform options * Review appropriate media platforms and tools to meet organisational objectives * Organise research efforts on media platforms, tools and strategies and analyse media platform performance * Escalated complaints, potential conflicts and crisis situations | * Determine media platforms for communications * Develop and facilitate the content and integration of media platforms * Develop the media plan framework by defining the activities, timeline targets and responsibilities * Manage and address escalated complaints, conflicts and crisis situations | * Develop media platform management strategies * Establish organisational policies and procedures for media and social media use. * Establish guidelines for audience engagement and appropriate content * Define metrics to measure success of media activities * Design appropriate resource models to implement media plans and media plan framework * Oversee the management of escalated complaints, conflicts and crisis situations |  |
| **Range of Application** |  | | | | | |