|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **TSC Category** | Sales and Marketing | | | | | |
| **TSC Title** | Media Strategy Development | | | | | |
| **TSC Description** | Develop, execute and evaluate media strategies and plans to assess impact of media advertising across channels in relation to target customers | | | | | |
| **TSC Proficiency Description** | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** | **Level 6** |
|  | **ICT-PRE-2004-1.1** | **ICT-PRE-3004-1.1** | **ICT-PRE-4004-1.1** | **ICT-PRE-5004-1.1** |  |
|  | Collect past media performance and information to assist in refining media planning strategies | Conduct media plans activities within allocated budgets and timelines | Create media plans which define media requirements of the advertising briefs and manage budget allocation per medium per advertising period across channels | Develop a strategy to select media vehicles that meet creative and frequency requirements of the advertising messages to be achieved within agreed timelines and budgets |  |
| **Knowledge** |  | * Forms of media channels used for organisation's brand and marketing activities * Types of media and their impact and coverage * Trends in media usages * Methods to integrate various media platforms * Market research methodologies | * Forms of media channels used for organisation's brand and marketing activities * Types of media and their impact and coverage * Trends in media usages * Methods to integrate various media platforms | * Brand and marketing strategies * Forms of media channels used for organisation's brand and marketing activities * Types of media and their impact and coverage * Trends in media usages * Budgets for media buying * Key performance indicators to evaluate media effectiveness * Methods to integrate various media platforms * Media platform management strategies * Key performance indicators to evaluate media platform effectiveness | * Brand and marketing strategies * Forms of media channels used for organisation's brand and marketing activities * Types of media and their impact and coverage * Trends in media usages * Key performance indicators to evaluate media effectiveness * Methods to integrate various media platforms * Media platform management strategies * Key performance indicators to evaluate media platform effectiveness * Organisational objectives and business strategies |  |
| **Abilities** |  | * Prepare documentation of past media performance for team analysis * Collate information to assist in refining media planning strategies and plans * Support conduct of research on media platforms and tools * Summarise key findings on media platforms and tools for use to organisation * Support media plan development * Test new or alternative media vehicles to meet creative, reach and frequency requirements of the advertising messages | * Collect and analyse information about different media channels, such as newspapers, magazines, radio, films, television, the internet and outdoor media * Assess identified media vehicles based on past media performance * Assess new or alternative media vehicles * Propose appropriate media platforms and tools * Execute media plans within allocated budgets and timelines | * Assess the impact and suitability of different types of media for targeting a specific market * Develop media plans according to media requirements of the advertising briefs * Oversee budget allocation per medium per advertising period across channels * Assess impact of media using across channels and measure effectiveness in the overall strategies * Recommend strategies for using certain media effectively to attract and retain customers, increase brand recognition and maintain customer satisfaction and loyalty * Determine media platforms for communications * Develop and facilitate the content and integration of media platforms | * Analyse media usages and needs * Develop media planning strategies as directions for selecting media vehicles that meet creative, reach and frequency requirements of the advertising messages to be achieved within agreed timelines and budgets * Set key performance indicators to evaluate media planning * Establish media plan objectives, legal and ethical organisational requirements * Establish target audience profiles for each media platform * Evaluate the costs and effectiveness of media to brand's target markets or audience * Negotiate with media owners or agencies on rates and positioning within media * Develop media platform management strategies * Lead and drive organisational policies and procedures for media and social media use |  |
| **Range of Application** |  | | | | | |