<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Sales and Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSC</td>
<td>Brand Management</td>
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<tr>
<td>TSC Description</td>
<td>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</td>
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<tr>
<td>TSC Proficiency</td>
<td>Level 1</td>
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<tr>
<td>Description</td>
<td>ICT-SNM-3002-1.1</td>
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<td></td>
<td>Deliver branding designs and execute branding and public relations campaigns and activities, incorporating customers' perspectives and responses.</td>
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<tr>
<td>Knowledge</td>
<td>Basics in branding</td>
</tr>
</tbody>
</table>
### Abilities

- Perform active listening from customer to 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 awareness
- 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
- Develop brand campaign ideas for products or 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
- Formulate objectives of the organisation's brand 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