SKILLS FRAMEWORK FOR RETAIL  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT

<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Brand and Channel Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSC</td>
<td>Communications Channel Management</td>
</tr>
<tr>
<td>TSC Description</td>
<td>Devise frameworks for selection of distribution channels, select the distribution channels and evaluate the effectiveness of such channels</td>
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</tbody>
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<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<tbody>
<tr>
<td></td>
<td>RET-BRM-2004-1.1</td>
<td>RET-BRM-3004-1.1</td>
<td>RET-BRM-4004-1.1</td>
<td>RET-BRM-5004-1.1</td>
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<tr>
<td>Maintain communications channels, analyse information pertaining to the effectiveness of communications channels and collect information to support analysis of distribution channel effectiveness</td>
<td>Implement communications channel plans and conduct analysis on the effectiveness of distribution channels</td>
<td>Identify, select and manage communications channel structures and evaluate effectiveness of distribution channels</td>
<td>Devise framework and articulate guiding principles for selection of communications channels in alignment with business strategies</td>
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**Knowledge**

- Communications channel framework and principles
- Communications channel management plans
- Methods for implementing a range of communications that facilitates effective outcomes for various groups of audiences
- Tools for analysing the effectiveness of distribution channels
- Processes involved in maintaining the distribution channels

- Communications channel framework and principles
- Communications channel management plans
- Methods for implementing a range of Communications that facilitates effective outcomes for various groups of audiences
- Roles of communications within a project life cycle and branding
- The requirements of communicating in multiple time zones where information “follows-the-sun”
- Communications channel evaluation tools and methods

- Brand management strategies
- Communications channel framework and principles
- Roles of communications within a project life cycle and branding
- Strategies for negotiating to achieve agreement
- Tools for assessing the impact of communications on the recipients
- Communications media operation and interaction
- Communications channel evaluation tools and methods
- Differences between internal and external communication techniques
- Trends and predictions of markets and consumer trends
- Financial, costing and accounting issues relevant to communications management
- Roles of communications within a project life cycle and branding
- Communications media operation and interaction
- Communications channel evaluation tools and methods

**Abilities**

- Contribute ideas to the planning and executing processes of communications that facilitate effective outcomes

- Implement communications channel management plans
- Track and interpret data to measure and evaluate communications channel

- Develop communications channel management plans in line with brand and marketing activities
- Conduct negotiations to achieve agreement in

- Develop communications channel strategies
- Identify target markets and define the market profiles
- Devise communications
<table>
<thead>
<tr>
<th>• Maintain the distribution channels</th>
<th>• Conduct analysis on the effectiveness of distribution channels</th>
<th>• Communicate to stakeholders on effectiveness of communication channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Collect data to measure and evaluate communications channel effectiveness</td>
<td>• Evaluate effectiveness of communications channels</td>
<td>• Define metrics for success and measure brand and marketing communication channels effectiveness</td>
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<tr>
<td>• Provide support on planning and executing processes of communications that facilitate effective outcomes</td>
<td>• Identify, select and manage distribution channel structures</td>
<td>• Analyse data pertaining to the level of spend on various communications channels</td>
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<td></td>
<td>• Develop research construct based on selected communication channels</td>
<td>• channel framework and principles in line with brand and marketing activities</td>
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