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

**TSC Category**
- Public Relations

**TSC**
- 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

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
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<th>Level 6</th>
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- 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
- Media platform management strategies
- Key performance indicators to evaluate media platform effectiveness
- Organisational objectives and business strategies
- 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
- Media platform management 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
- 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
- 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
- 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

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<thead>
<tr>
<th>Technical Skills and Competencies (TSC) Reference Document</th>
<th>Tools for use to organisation</th>
<th>Propose appropriate media platforms and tools</th>
<th>Set key performance indicators to evaluate media planning</th>
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<tbody>
<tr>
<td>• Support media plan development</td>
<td>• Execute media plans within allocated budgets and timelines</td>
<td>• Assess impact of media using across channels and measure effectiveness in the overall strategies</td>
<td>• Establish media plan objectives, legal and ethical organisational requirements</td>
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<td>• Test new or alternative media vehicles to meet creative, reach and frequency requirements of the advertising messages</td>
<td>• Recommend strategies for using certain media effectively to attract and retain customers, increase brand recognition and maintain customer satisfaction and loyalty</td>
<td>• Determine media platforms for communications</td>
<td>• Establish target audience profiles for each media platform</td>
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<td>• Evaluate the costs and effectiveness of media to brand’s target markets or audience</td>
<td>• Develop and facilitate the content and integration of media platforms</td>
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<td>• Negotiate with media owners or agencies on rates and positioning within media</td>
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<td>• Develop media platform management strategies</td>
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<td>• Lead and drive organisational policies and procedures for media and social media use</td>
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