

CFASME1.4V3.0

Provide learning products and tools to develop effective practice in social marketing



Overview

This unit is about providing tangible products and tools to help social marketing practitioners make their practice more effective. Examples of such products and tools include: publications; videos; standards; benchmarks; tool kits; web sites; learning resources; case studies; career frameworks; accreditation schemes; commissioning guidelines; model job descriptions.

This unit is for people in managerial or operational roles who are responsible for providing learning products and tools to develop effective practice in social marketing.

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Performance criteria

- You must be able to:*
- P1 review research evidence and engage with social marketing practitioners, partners and other key stakeholders to identify areas of practice that:
 - P1.1 are priorities for improvement, or
 - P1.2 where there are opportunities for innovation through new media, systems or practices
 - P2 identify and evaluate the potential contribution of products and tools to improving and sustaining the practice of social marketing practitioners and how these might complement other interventions
 - P3 agree with social marketing practitioners, partners and other key stakeholders your role in providing products/tools, consistent with your competence and expertise
 - P4 draw up specifications for the products/tools required
 - P4.1 in sufficient detail for the products/tools to be commissioned⁶ and evaluated
 - P4.2 taking account of your organisation's or partnership's policies and resources
 - P5 identify and obtain the resources required to provide the products/tools
 - P6 commission the products/tools in line with the specifications, your organisation's or partnership's policy and with due regard for ethical and sustainability issues
 - P7 ensure that products/tools are based on current evidence of effective practice in social marketing, drawing on a wider evidence base where appropriate
 - P8 ensure that products/tools are suitably packaged to comply with legal, logistical, sustainability, branding and safety requirements
 - P9 pilot test the products/tools and decide whether or not to continue with them and/or adapt them in response to feedback
 - P10 make arrangements for the required products/tools to be available to social marketing practitioners when they need them, taking account of their diverse needs, abilities and preferences
 - P11 adapt products/tools to the needs, abilities and preferences of specific groups of social marketing practitioners, where required
 - P12 encourage and support users to provide feedback on the products/tools, how they are using them and how they have affected their practice
 - P13 monitor and evaluate products /tools to ensure that they:
 - P13.1 meet the required specifications
 - P13.2 are available to social marketing practitioners as specified
 - P13.3 make their expected contributions to improving the effectiveness

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of practice of social marketing practitioners

P14 take appropriate action in response to feedback and information from your monitoring and evaluation activities

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Knowledge and understanding

You need to know and understand:

General Knowledge and Understanding

- K1 branding principles, methods, tools and techniques
- K2 commissioning principles, methods, tools and techniques
- K3 examples of effective and ineffective social marketing practice relevant to the activity
- K4 feedback principles, methods, tools and techniques
- K5 learning and development principles, methods, tools and techniques
- K6 legal and organisational/partnership requirements for health and safety
- K7 legal and organisational/partnership requirements in relation to accessibility of products/services
- K8 legal and organisational/partnership requirements in relation to intellectual property
- K9 legal and organisational/partnership requirements in relation to product packaging
- K10 legal and organisational/partnership requirements relevant to social marketing
- K11 pilot testing principles, methods, tools and techniques
- K12 principles, methods, tools and techniques for addressing ethical issues
- K13 principles, methods, tools and techniques for developing product/service specifications
- K14 principles, methods, tools and techniques for engaging effectively with target groups and stakeholders,
- K15 including vulnerable and hard-to-reach groups
- K16 principles, methods, tools and techniques for measuring user satisfaction
- K17 principles, methods, tools and techniques of logistics
- K18 product management principles, methods, tools and techniques
- K19 project management principles, methods, tools and techniques
- K20 quality assurance and continuous improvement principles, methods, tools and techniques
- K21 research findings relevant to the activity
- K22 social marketing principles, methods, tools and techniques
- K23 sustainability principles, methods, tools and techniques

Industry/Sector Specific Knowledge & Understanding

- K24 current and emerging trends and developments in the sector internationally, nationally and locally
- K25 industry/sector, organisational/partnership and professional codes of practice
- K26 legal, regulatory and ethical requirements in the industry/sector

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Context Specific Knowledge & Understanding

- K27 organisational/partnership policies and procedures relevant to the activity
- K28 organisational/partnership resources
- K29 organisational/partnership vision, mission and strategic objectives
- K30 sources of data, information and knowledge
- K31 target groups, their diverse interests, needs, abilities and preferences

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Additional Information

Behaviours

1. constantly seek to improve performance
2. encourage and welcome feedback from others and use this feedback constructively
3. freely share learning with others who can benefit from it
4. use your own experience and that of others, seeking specialist expertise where required
5. identify opportunities to develop, match and tailor products/services to meet the needs of target groups
6. design, develop and monitor processes, strategies, products and/or services that are sustainable over the medium and long term
7. comply with, and ensure that others comply with, legal requirements, industry regulations, organisational policies and professional codes
8. monitor quality of work and progress against plans
9. analyse and structure information to develop knowledge that can be shared
10. make appropriate information and knowledge available promptly to those who have a right to it
11. display a good understanding of how different factors in the work context relate to each other
12. maintain up-to-date information on the political, economic, social, technological and legal factors that impact on work

Glossary

It is recognised that this activity may be carried out together with a number of "partner" organisations

Stakeholders

These include all those with an interest in improving the effectiveness of social marketing

Key stakeholders

These are those with the greatest interest in, or influence on, the development and use of products/tools to improve the effectiveness of social marketing; they include social marketing practitioners who are the intended beneficiaries of these products/tools

Products and tools

These may include: publications; videos; standards; benchmarks; tool kits; web sites; learning resources

Other interventions

These may include: education; training; conferences; helplines; advice;

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guidance; consultancy

Products and services may be "commissioned" from people in your own team (including yourself) or department, from other departments or partners or from external suppliers which are specialists in the particular products or services

Sustainability

Here this is used in the sense of using resources in ways which are sustainable and minimise any adverse impacts on the environment

Logistical

This takes account of the need to move products safely, securely, economically and without damage, often within defined deadlines

Social marketing practitioner

This includes everyone who carries out any function that contributes to the social marketing key purpose of "applying marketing alongside other concepts and techniques in order to influence individuals, organisations, policy-makers and decision-makers to adopt and sustain behaviour which improves people's lives ". Some social marketing practitioners may only be carrying out social marketing functions as a small part of a much broader role

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Relevant occupations Arts, Media and Publishing; Health, Public Services and Care; Health and Social Care; Public Services; Agriculture; Animal care and veterinary science; Professional Occupations; Retail and commercial enterprise; Performing Arts; History, philosophy and theology; Social sciences; Sociology and social policy; Education and training; Accounting and finance; Business management; Marketing and sales; Health and Social Services Officers; Health Professionals; Teaching Professionals; Health Associate Professionals; Protective Service Occupations; Government and Related Organisations; Finance; Communications; General; Personal Service Occupations; Sales and Customer Services Occupations; Business and Finance Associate Professionals

Suite Social Marketing

Key words social marketing activities; practice; social marketing promotion; social marketing importance; CSR; corporate social responsibility