

CFASME1.5V3.0

Provide education , training and support for effective practice in social marketing



Overview

This unit is about providing education, training and other support for effective practice in social marketing. Other support may include, for example: conferences; helplines; advice; guidance; consultancy.

This unit is for people in management roles who are responsible for providing education, training and support for effective practice in social marketing.

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Performance criteria

You must be able to:

- P1 keep yourself fully up-to-date on the theories and practices of social marketing and its application relating to relevant contexts and issues
- P2 review research evidence and engage with current and potential social marketing practitioners, partner organisations and other key stakeholders to identify areas that are priorities for providing education, training or other support
- P3 identify and evaluate the potential contribution of education, training and other support to improving the effectiveness of social marketing practice and how these might complement other products or tools available
- P4 agree with social marketing practitioners, partners and other key stakeholders your role in providing education, training or other support, consistent with your competence and expertise
- P5 draw up specifications for the education, training or other support you are to provide for target groups
 - P5.1 in sufficient detail for the education, training or other support to be commissioned and evaluated
 - P5.2 taking account of your organisation's or partnership's policies and resources
- P6 identify and obtain the resources required to provide the education, training or other support
- P7 commission the education, training or other support in line with the specifications, your organisation's or partnership's policy and with due regard for ethical and sustainability issues
- P8 ensure that education, training or other support is based on current evidence of effective practice in social marketing, drawing on a wider evidence base where appropriate
- P9 pilot test the education, training or other support and decide whether or not to continue with them and/or adapt them in response to feedback
- P10 make arrangements for the required education, training or other support to be available to social marketing practitioners when they need it, taking account of their diverse needs, abilities and preferences
- P11 tailor the education, training or other support to the needs, abilities and preferences of individual social marketing practitioners, articulating any requirements which cannot be met
- P12 encourage and support social marketing practitioners to provide feedback on the education, training or other support provided and how it has affected their practice
- P13 monitor and evaluate education, training or other support to ensure that it:

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P13.1 meets the required specifications

P13.2 is available to social marketing practitioners as specified

P13.3 makes its expected contribution to improving the effectiveness 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 evaluation principles, methods, tools and techniques
- K4 examples of effective and ineffective social marketing practice relevant to the activity
- K5 feedback principles, methods, tools and techniques
- K6 learning and development principles, methods, tools and techniques
- K7 legal and organisational/partnership requirements for health and safety
- K8 legal and organisational/partnership requirements in relation to accessibility of products/services
- K9 legal and organisational/partnership requirements in relation to intellectual property
- K10 monitoring principles, methods, tools and techniques
- K11 motivation principles, methods, tools and techniques
- K12 pilot testing principles, methods, tools and techniques
- K13 planning principles, methods, tools and techniques
- K14 principles, methods, tools and techniques for addressing ethical issues
- K15 principles, methods, tools and techniques for engaging effectively with target groups and stakeholders, including vulnerable and hard-to-reach groups
- K16 principles, methods, tools and techniques for measuring user satisfaction
- K17 quality assurance and continuous improvement principles, methods, tools and techniques
- K18 research findings relevant to the activity
- K19 service management principles, methods, tools and techniques
- K20 social marketing principles, methods, tools and techniques
- K21 support principles, methods, tools and techniques
- K22 sustainability principles, methods, tools and techniques

Industry/Sector Specific Knowledge & Understanding

- K23 current and emerging trends and developments in the sector internationally, nationally and locally
- K24 industry/sector, organisational/partnership and professional codes of practice
- K25 legal, regulatory and ethical requirements in the industry/sector

Context Specific Knowledge & Understanding

- K26 organisational/partnership policies and procedures relevant to the activity

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- K27 organisational/partnership vision, mission and strategic objectives
- K28 sources of advice, guidance and support
- K29 sources of data, information and knowledge
- K30 target groups, their diverse interests, needs, abilities and preferences

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Additional Information

Behaviours

1. constantly seek to improve performance
2. show empathy with others' needs, feelings and motivations and take an active interest in their concerns
3. encourage and support others to make the best use of their abilities
4. encourage and welcome feedback from others and use this feedback constructively
5. freely share learning with others who can benefit from it
6. use your own experience and that of others, seeking specialist expertise where required
7. identify opportunities to develop, match and tailor products/services to meet the needs of target groups
8. design, develop and monitor processes, strategies, products and/or services that are sustainable over the medium and long term
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. seek to understand people's needs and motivations
12. identify clearly the value and benefits to people of a proposed course of action
13. use factual evidence to support arguments
14. maintain up-to-date information on the political, economic, social, technological and legal factors that impact on work
15. demonstrate a clear understanding of the organisation's target and stakeholder groups and their requirements

Glossary

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

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 education, training and support to improve the

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effectiveness of social marketing; they include social marketing practitioners who are the intended beneficiaries of the education, training and support

Other support

This may include, for example: conferences; helplines; advice; guidance; consultancy

Products and tools

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

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 is used in the sense of using resources in ways which are sustainable and minimise any adverse impacts on the environment. Tailor the education, training or other support to the needs, abilities and preferences of individual social marketing practitioners, articulating any requirements which cannot be met

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Relevant occupations Arts, Media and Publishing; Health, Public Services and Care; Health and Social Care; Public Services; Animal care and veterinary science; Environmental conservation; 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