



Australian Government

BSBMKG437 Create and optimise digital media

Release: 1

BSBMKG437 Create and optimise digital media

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Application

This unit describes the skills and knowledge required to create and optimise digital media impact for application within the context of marketing communications.

The unit applies to individuals working in a variety of marketing communications roles who have responsibility for developing and implementing client solutions within the digital communications space. Individuals may work individually or as part of a multidisciplinary team.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Technical Skills – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare to promote digital media	1.1 Identify measurable impact objectives for digital media 1.2 Analyse existing online and offline channel data for insights and gaps in engagement and expectations 1.3 Identify tools and technologies accessed by customers 1.4 Establish audience engagement characteristics, expectations and responses
2. Support optimisation of digital media	2.1 Use technology to create a deliverable according to task and organisational requirements 2.2 Develop strategies for rapid real-time response, and changes 2.3 Model channel interaction options

ELEMENT	PERFORMANCE CRITERIA
	2.4 Test interaction with target groups 2.5 Adapt deliverable according to test outcomes and verify with relevant personnel
3. Evaluate digital media use	3.1 Collate digital data on customer engagement, conversations and conversions 3.2 Moderate data to identify exceptions from agreed performance 3.3 Document issues and recommendations to improve further digital media optimisation

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	Identifies and interprets textual information to establish current industry and project status from relevant information
Writing	Researches, plans and prepares documentation using format and language appropriate to context, organisational requirements and audience
Oral Communication	Presents information and seeks advice using language appropriate to audience
Numeracy	- Identifies and interprets data from a range of sources - Uses modelling capacity and data analysis to establish and test systems, monitor results and make adjustments
Teamwork	- Selects and uses appropriate conventions and protocols when communicating with internal and external parties to seek or share information - Works effectively with other experts as part of a multi-disciplinary network to achieve desired outcomes for organisation and clients
Planning and organising	- Plans and organises data categories, tasks and workloads - Uses testing to identify and solve routine and non-routine problems - Sequences and schedules complex activities, monitors implementation, and manages relevant communication
Technology	- Uses and manipulates digital technology to create, extend and enhance job role, products and capacity to deliver optimised digital media - Uses tools and technologies for visualisations, dashboards and

Skill	Description
	reports for a unified view across multiple digital platforms Identifies and responds to rapidly changing expectations within digital sphere

Unit Mapping Information

Supersedes and is equivalent to BSBMKG421 Optimise digital media impact.

Supersedes but is not equivalent to BSBMKG420 Create digital media user experiences.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBMKG437 Create and optimise digital media

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- create and optimise at least two different digital media.

In the course of the above, the candidate must:

- establish digital channel performance measures
- analyse digital media data and offline information and determine engagement characteristics of target audience
- identify variation between target and actual performance
- model and test alternative methods and techniques to optimise digital impact
- respond to changing expectations, feedback and technological environment
- use tools and technologies to monitor digital activity
- use data evaluation methods.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- current industry tools and technologies used in digital media channels
- types of digital deliverables, including:
 - visualisations
 - dashboards
- industry level performance metrics and measures
- characteristics of users across alternative digital channels
- nodes of integration across multiple digital environments.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- legislation and regulations for digital media
- communications equipment and technology required for task
- workplace documentation and resources relevant to digital media
- industry software packages and apps according to task requirements.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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