



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **LGAGOVA502B Develop a marketing strategy**

**Release 2**

## **LGAGOVA502B Develop a marketing strategy**

### **Modification History**

LGAGOVA502B Release 2: Layout adjusted.

LGAGOVA502B Release 1: Primary release.

### **Unit Descriptor**

This unit covers developing, monitoring and reviewing marketing strategies in line with council's business plans and goals. The unit is appropriate for the marketing professional responsible for developing and implementing the marketing strategy in the organisation.

### **Application of the Unit**

This unit supports the attainment of skills and knowledge required for competent workplace performance in councils of all sizes. Knowledge of the legislation and regulations within which councils must operate is essential. The unique nature of councils, as a tier of government directed by elected members and reflecting the needs of local communities, must be appropriately reflected.

### **Licensing/Regulatory Information**

Not applicable.

### **Pre-Requisites**

Not applicable.

### **Employability Skills Information**

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a Unit of Competency

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

## Elements and Performance Criteria

### ELEMENT

### PERFORMANCE CRITERIA

- |                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1 Scope marketing options and opportunities</b>           | <ul style="list-style-type: none"><li>1.1 Council objectives and departmental business plans are clarified to establish the focus of the marketing effort.</li><li>1.2 <b><i>Alternative marketing options and opportunities</i></b> are researched.</li><li>1.3 <b><i>Key stakeholders</i></b> are consulted where appropriate.</li><li>1.4 Marketing options are identified and analysed in terms of their viability and likely contribution to council objectives.</li><li>1.5 An assessment of <b><i>external factors</i></b>, costs, benefits, risks and opportunities is used to determine the scope of each option.</li><li>1.6 Options are analysed in terms of their likely fit with council goals and objectives.</li></ul> |
| <b>2 Prepare a marketing strategy</b>                        | <ul style="list-style-type: none"><li>2.1 <b><i>Marketing strategies</i></b> are determined in consultation with key stakeholders and are compatible with the direction, purpose and values of council.</li><li>2.2 Target markets are profiled and readily identifiable.</li><li>2.3 Marketing strategy is endorsed in line with council requirements.</li><li>2.4 Planned marketing activities are developed and scheduled within appropriate time frames.</li><li>2.5 Measurable <b><i>performance targets</i></b> are set and agreed with relevant parties in advance of any marketing activity.</li></ul>                                                                                                                        |
| <b>3 Monitor and review implementation of marketing plan</b> | <ul style="list-style-type: none"><li>3.1 Valid and reliable data on marketing performance is collected in line with performance targets.</li><li>3.2 Objective assessment of the marketing plan and its implementation is made by a comparison of data against defined expectations.</li><li>3.3 Information on marketing performance is made available for planning so that future developments incorporate required changes and improvements.</li></ul>                                                                                                                                                                                                                                                                            |

## **Required Skills and Knowledge**

This describes the essential skills and knowledge and their level, required for this unit

### **Required Skills**

- researching marketing alternatives
- analysing options
- documenting strategies
- problem solving
- communicating, including questioning, clarifying and reporting

### **Required Knowledge**

- marketing principles and methods
- promotional strategies
- industry data and trends
- council policy relating to marketing and promotion
- council business structure and services
- council objectives
- data collection and analysis techniques
- council's marketing plan

## Evidence Guide

### Overview of assessment requirements

A person who demonstrates competency in this unit will be able to perform the outcomes described in the Elements to the required performance level detailed in the Performance Criteria. The knowledge and skill requirements described in the Range Statement must also be demonstrated. For example, knowledge of the legislative framework and safe work practices that underpin the performance of the unit are also required to be demonstrated.

### Critical aspects of evidence to be considered

The demonstrated ability to:

- research and evaluate marketing options and opportunities and determine those options that best meet council objectives
- develop a marketing strategy that reflects business objectives and is in line with council or departmental strategies
- monitor and review the implementation of the marketing plan to inform future planning

### Context of assessment

Competency is demonstrated by performance of all stated criteria, with particular attention to the critical aspects and the knowledge and skills elaborated in the Evidence Guide, and within the scope of the Range Statement.

Assessment must take account of the endorsed Assessment Guidelines in the Local Government Training Package.

Assessment of performance requirements in this unit should be undertaken in an actual workplace or simulated environment.

Assessment should reinforce the integration of the key competencies for the particular AQF level. Refer to the key competency levels at the end of this unit.

### Relationship to other units(prerequisite or co-requisite units)

To enable holistic assessment this unit may be assessed with other units that form part of the job role.

### Method of assessment

The following assessment methods are suggested:

- observation of the learner performing a range of workplace tasks over sufficient time to demonstrate handling of a range of contingencies
- written and/or oral questioning to assess knowledge and understanding
- completion of workplace documentation
- third-party reports from experienced practitioners
- completion of self-paced learning materials including personal reflection and feedback from trainer, coach or

supervisor

**Evidence required for demonstration of consistent performance**

Evidence should be collected over a set period of time that is sufficient to include dealings with an appropriate range and variety of situations.

**Resource implications**

The learner and trainer should have access to appropriate documentation and resources normally used in the workplace.

## Range Statement

The Range Statement relates to the Unit of Competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the Performance Criteria is detailed below.

***Marketing options and opportunities*** may include:

- increase participation
- increase return on investment
- create or present an image

***Key stakeholders*** may include:

- clients
- community groups
- colleagues and staff
- management
- councillors
- marketing specialists
- marketing personnel
- other departments
- subcontractors
- strategic business partners

***External factors*** may include:

- legislation
- regulations
- codes of practice
- policies and guidelines

***Marketing strategies*** may include:

- service design
- presentation and display of services
- promotion and advertising
- new services
- distribution achieving lower costs of services

***Marketing performance targets*** may include:

- level of memberships
- number of participants
- level of awareness
- degree of competition
- sales volumes
- community endorsement and support

## Unit Sector(s)

Administration Units