



Australian Government

SITXMPR001 Coordinate production of brochures and marketing materials

Release: 1

SITXMPR001 Coordinate production of brochures and marketing materials

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to coordinate the development process for brochures and other marketing materials from a content and production perspective.

The unit applies to all industry sectors and all types of marketing materials, both physical and virtual. Individuals working independently with limited supervision undertake this role. Depending on the business context, this could include sales and marketing personnel, managers, and owner-operators of small businesses.

This unit reflects the general skills needed by those involved in sales and marketing activities and does not include the skills required by professional graphic designers or copywriters.

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

Pre-requisite Unit

Nil

Competency Field

Marketing and Public Relations

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- | | |
|--|---|
| 1. Plan production of brochures and marketing materials. | 1.1. Plan production of brochures and marketing materials according to marketing objectives.
1.2. Evaluate factors that impact on nature of materials and development process, including sustainability considerations.
1.3. Create production plans, including timelines, responsibilities, budget and contingency measures. |
| 2. Produce information for inclusion. | 2.1. Produce or obtain accurate and complete information for inclusion.
2.2. Present information that promotes the business in a clear format and a culturally appropriate way. |
| 3. Obtain quotations for artwork and printing as appropriate. | 3.1. Provide accurate and complete specifications to quoting organisations within appropriate timeframe.
3.2. Obtain quotations with details of potential variations to cost and conditions that may apply. |
| 4. Develop final copy for brochures and marketing materials. | 4.1. Develop copy using basic creative writing techniques or obtain from relevant source.
4.2. Integrate accurate, practical and operational details.
4.3. Present accurate information about costs and conditions.
4.4. Check copy for accuracy prior to submission for production. |
| 5. Coordinate production of brochures and marketing materials. | 5.1. Liaise with production personnel and monitor schedule.
5.2. Check and correct production work as required.
5.3. Approve artwork according to organisational guidelines.
5.4. Obtain and deliver materials on schedule or action contingency measures. |

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS

DESCRIPTION

- Reading skills to:
- interpret quotations and product conditions
 - proofread and edit draft materials
 - create copy or check quality of outsourced copy
 - research information for inclusion from varied and potentially unfamiliar sources.
- Oral communication skills to:
- collaborate with others on technical, organisational and creative issues.
- Numeracy skills to:
- calculate costs and quantities of materials to be produced
 - work with:
 - numerical concepts of size, shape and layout
 - detailed product costings.
- Problem-solving skills to:
- evaluate factors that impact on production of marketing materials
 - respond to challenges that arise in the production of marketing materials.
- Technology skills to:
- liaise with others about technical production issues
 - work with current industry marketing technologies.

Unit Mapping Information

SITXMPR401 Coordinate production of brochures and marketing materials

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>

Assessment Requirements for SITXMPR001 Coordinate production of brochures and marketing materials

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- produce at least three of the marketing materials listed in the knowledge evidence, coordinating all aspects of the development process within specified deadlines
- produce each of the above marketing materials to:
 - meet stated objectives
 - provide current and accurate information
- proofread each of the above to ensure they are free of errors.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- key features of marketing materials:
 - advertising material
 - conference program or registration form
 - destination guide
 - direct mail piece
 - display material
 - event prospectus
 - invitation
 - product brochure
 - product support manual
 - promotional flyer or leaflet
 - venue maps
- objectives of marketing materials and the markets for which material is required
- physical and virtual media marketing opportunities
- factors that impact production of materials in both physical and virtual contexts:
 - accessibility for those with disabilities
 - availability of information
 - design issues:
 - style

- size
- legal requirements
- marketing considerations:
 - distribution considerations
 - market for review of competitive materials
 - objectives
- resource constraints:
 - budget
 - in-house capability
- technology:
 - digital media opportunities
- objectives of the material
- sustainability considerations
- time parameters
- current digital print production technologies, processes and terminology
- printing and industry conventions in relation to placement of information, page numbering and copyright information
- specification inclusions:
 - conditions of contract
 - delivery platform
 - interactivity requirements
 - layout and style of text
 - number of colours
 - number of photographs
 - production and delivery deadlines
 - size
 - total number required
 - type of paper (for print-based materials)
- quality indicators in marketing material production:
 - readability
 - photographic quality
 - effective use of colour
 - spacing requirements
- creative writing techniques used for the content of brochures and other marketing materials
- procedures and requirements for preparation and proofing of material
- copyright laws and restrictions that apply to the inclusion of certain content in brochures and other marketing materials
- procedures for copyright clearance of restricted materials
- trade practices requirements around the need for accuracy of information in marketing materials.

Assessment Conditions

Skills must be demonstrated in an operational business environment for which brochures and marketing materials can be developed. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- current information and communications technology for the development of content
- suppliers of graphic design services, print production organisations and copywriters with whom the individual can interact; these can be:
 - those in an industry workplace who are assisted by the individual during the assessment process; or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

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