



**Australian Government**

# **SITXMPR001 Coordinate production of brochures and marketing materials**

**Release: 1**

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## **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>