### Book Publishing Competency Map

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>DEPARTMENT</th>
<th>TYPICAL JOB TITLES</th>
<th>COMPETENCY UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>COPY EDITOR</td>
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<td>CREATIVE PRACTICE/</td>
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<td>WRITER</td>
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<td>3</td>
<td></td>
<td>EDITORIAL ASSISTANT</td>
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<td>INDEXER</td>
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</table>

#### Core Units
- **LPM-PER-401-C-1**: Manage Self (LPM)
- **CI-PD-302E-0**: Manage and market yourself as a freelancer to maximise work opportunities
- **CI-WRI-409S-1**: Conduct substantive editing
- **CI-WRI-410S-1**: Conduct rules based copy editing
- **CI-BO-407C-0**: Implement the effective delivery of the business plan
- **CI-COM-403C-0**: Apply communications management techniques
- **CI-COM-410C-0**: Manage Communications in a creative environment
- **CI-PUB-406C-0**: Apply knowledge of the publishing industry
- **CI-HR-405C-0**: Career planning and career development
- **CI-MPR-431C-0**: Develop and manage business development strategies to enlarge clientele
- **CI-MPR-432C-0**: Promote and publicise creative work and services

#### Specialisation Units
- **CI-PUB-312S-1**: Prepare an index for publications
- **CI-WRI-307S-1**: Write copy for a range of contexts
- **CI-WRI-312S-1**: Write advertising copy for print media
- **SV-CS-302G-0**: Build relationships with customers (Supervisory) (SE)
- **SV-CS-332G-0**: Build relationships with customers (Supervisory) (SE)

#### Elective Units
- **SV-CS-302G-0**: Build relationships with customers (Supervisory) (SE)

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**Book Publishing Competency Map**

### Media and Communications - Book Publishing Competency Map MSTC 100907 (Revision 1)

**DT - 28/03/08**
<table>
<thead>
<tr>
<th>LEVEL</th>
<th>DEPARTMENT</th>
<th>TYPICAL JOB TITLES</th>
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<tbody>
<tr>
<td>3</td>
<td>CREATIVE / COMMISSIONING (CONTENT)</td>
<td>PROOF READER</td>
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<tr>
<td></td>
<td></td>
<td>CI-PRLT-301-C-1  Build Trust (LPM)</td>
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<tr>
<td></td>
<td></td>
<td>CI-PR-311C-0  Identify the production job requirements and organise people and resources for production jobs</td>
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<tr>
<td></td>
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<td>CI-PUB-329CS-0  Build specialises knowledge of the publishing industry</td>
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<tr>
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<td></td>
<td>CI-PR-312E-0  Maintain business documents</td>
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<tr>
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<td>CI-COM-304C-0  Communicate effectively in a creative environment</td>
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<tr>
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<td>CI-COM-306C-0  Manage budgets</td>
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<td>CI-CHR-309E-0  Work effectively with individuals and teams</td>
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<tr>
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<td>CI-PD-302E-0  Manage and market yourself as a freelancer to maximise work opportunities</td>
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<td>CI-PS-305C-0  Contribute to dealing with problems in the workplace</td>
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<tr>
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<td>CREATIVE / COMMISSIONING (CONTENT)</td>
<td>PHOTOGRAPHER (FROM GRAPHIC DESIGN)</td>
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<tr>
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<td></td>
<td>CI-DES-320C-0  Conceptualise, develop and refine design solutions according to design brief</td>
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<td>CI-DES-327C-0  Demonstrate knowledge of production</td>
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<tr>
<td></td>
<td></td>
<td>CI-DES-329S-0  Design and produce applied design network, design-illustrations and graphic documents using a range of manual and digital techniques and media</td>
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<tr>
<td></td>
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<td>CI-DES-331E-0  Maintain awareness of trends and developments in design, materials, techniques and technology</td>
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<td>CI-PS-305C-0  Contribute to dealing with problems in the workplace</td>
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<td>PRODUCTION (DESIGN)</td>
<td>WEB DESIGNER (FROM INTERACTIVE MEDIA)</td>
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<tr>
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<td>CI-DES-321E-0  Maintain awareness of trends and developments in design, materials, techniques and technology</td>
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<td>CI-MM-310C-0  Apply an understanding of the principles of design and communication to the development of a digital media product</td>
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<td>CI-LO-306E-0  Organise personal work priorities and contribute to personal development</td>
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<td>CI-PS-305C-0  Contribute to dealing with problems in the workplace</td>
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<td>GRAPHIC DESIGNER (FROM GRAPHIC DESIGN)</td>
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<td>CI-DES-322C-0  Conceptualise, develop and refine design solutions according to design brief</td>
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<td>5</td>
<td>MARKETING</td>
<td>MARKETING DIRECTOR</td>
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</tbody>
</table>

**Core Units**

- CI-BO-404E-0: Coordinate business resources
- CI-DES-331E-0: Maintain an awareness of trends and developments in design, materials, techniques and technology
- CI-CM-406E-0: Negotiate contracts
- CI-QM-405E-0: Monitor compliance with legal, regulatory, social, environmental and ethical responsibilities
- CI-BO-407C-0: Implement the effective delivery of the business plan
- CI-QM-404E-0: Apply quality management techniques

**Specialisation Units**

- CI-PS-403E-0: Address problems which impact on the work
- CI-PM-411C-0: Apply cost management techniques
- CI-PM-413C-0: Apply time management techniques
- CI-PM-509C-0: Manage project scope
- CI-PM-510E-0: Manage project time
- CI-QM-502E-0: Develop workplace learning that facilitates continuous improvement
- CI-HS-504E-0: Develop and implement a health and safety policy that ensures a safe workplace

**Elective Units**

- CI-BO-404E-0: Coordinate business resources
- CI-DES-331E-0: Maintain an awareness of trends and developments in design, materials, techniques and technology
- CI-CM-406E-0: Negotiate contracts
- CI-QM-405E-0: Monitor compliance with legal, regulatory, social, environmental and ethical responsibilities
- CI-BO-407C-0: Implement the effective delivery of the business plan
- CI-QM-404E-0: Apply quality management techniques

**COMPETENCY UNITS**

- CI-BO-404E-0: Coordinate business resources
- CI-DES-331E-0: Maintain an awareness of trends and developments in design, materials, techniques and technology
- CI-CM-406E-0: Negotiate contracts
- CI-QM-405E-0: Monitor compliance with legal, regulatory, social, environmental and ethical responsibilities
- CI-BO-407C-0: Implement the effective delivery of the business plan
- CI-QM-404E-0: Apply quality management techniques

**LEVEL**

- 4: LEGAL
- 5: MARKETING
# Book Publishing Competency Map

## LEVEL 4: MARKETING

### MARKETING MANAGER

- **CI-MR-403C-0**: Conduct market research
- **CI-MPR-403C-0**: Promote products and services
- **CI-PS-403C-0**: Address problems which impact on the work
- **CI-MPR-418S-0**: Develop and implement business development strategies to expand client base
- **CI-PUB-406C-0**: Apply knowledge of the publishing industry
- **CI-BO-407C-0**: Implement and monitor a safe workplace and comply with emergency procedures
- **CI-HR-407C-0**: Participate in, facilitate and promote effective working of individuals and teams

### Core Units

- **CI-COM-403C-0**: Apply communications management techniques
- **CI-MR-403C-0**: Profile the market to implement and monitor marketing activities
- **CI-MPR-418S-0**: Develop and implement business development strategies to expand client base
- **CI-MPR-421C-0**: Formulate and coordinate public relations communications and assess the communication effects
- **CI-MPR-422E-0**: Promote products and services

### Elective Units

- **CI-MR-403C-0**: Conduct market research
- **CI-MPR-403C-0**: Promote products and services
- **CI-PS-403C-0**: Address problems which impact on the work
- **CI-MPR-418S-0**: Develop and implement business development strategies to expand client base
- **CI-PUB-406C-0**: Apply knowledge of the publishing industry

## LEVEL 3: MARKETING EXECUTIVE

### MARKETING EXECUTIVE

- **CI-MR-305C-1**: Assist with market research
- **CI-MPR-306C-0**: Contribute to establishing new markets
- **CI-MPR-326C-1**: Prepare Marketing Audit Report
- **CI-PUB-309C-0**: Demonstrate knowledge of the publishing industry
- **CI-BO-312E-0**: Produce business documents
- **CI-HR-309C-0**: Work effectively with individuals and teams

### Core Units

- **CI-COM-304C-0**: Communicate effectively in a creative environment
- **CI-MR-305C-1**: Assist with market research
- **CI-MPR-306C-0**: Contribute to establishing new markets
- **CI-MPR-326C-1**: Prepare Marketing Audit Report
- **CI-PUB-309C-0**: Demonstrate knowledge of the publishing industry
- **CI-BO-312E-0**: Produce business documents
- **CI-HR-309C-0**: Work effectively with individuals and teams

### Elective Units

- **CI-MR-305C-1**: Assist with market research
- **CI-MPR-306C-0**: Contribute to establishing new markets
- **CI-MPR-326C-1**: Prepare Marketing Audit Report
- **CI-PUB-309C-0**: Demonstrate knowledge of the publishing industry
- **CI-BO-312E-0**: Produce business documents
- **CI-HR-309C-0**: Work effectively with individuals and teams

## LEVEL 5: SALES

### SALES DIRECTOR

- **CI-MR-502C-0**: Plan and undertake market research to evaluate marketing opportunities
- **CI-MPR-509C-0**: Coordinate the production of brochures and marketing materials
- **CI-MPR-510C-1**: Develop a marketing communications plan
- **CI-MPR-511C-0**: Establish and adjust the marketing mix
- **CI-STR-504C-0**: Contribute to the development and implementation of strategic plans

### Core Units

- **CI-MR-502C-0**: Plan and undertake market research to evaluate marketing opportunities
- **CI-MPR-509C-0**: Coordinate the production of brochures and marketing materials
- **CI-MPR-510C-1**: Develop a marketing communications plan
- **CI-MPR-511C-0**: Establish and adjust the marketing mix
- **CI-STR-504C-0**: Contribute to the development and implementation of strategic plans

### Elective Units

- **CI-BO-502E-0**: Manage operational plan
- **CI-CI-501E-0**: Identify, implement and manage change and innovation
- **CI-COM-501C-0**: Manage communications
- **CI-COM-501E-0**: Manage project communications
- **CI-COM-508E-0**: Oversee communications in a creative environment
- **CI-FIN-502E-0**: Develop and manage budgets and financial plans
- **CI-HR-504E-0**: Manage individual and team performance

## TYPICAL JOB TITLES

- **MARKETING MANAGER**
- **MARKETING EXECUTIVE**
- **SALES DIRECTOR**

## COMPETENCY UNITS

### Core Units

- **CI-MR-403C-0**: Conduct market research
- **CI-MPR-403C-0**: Promote products and services
- **CI-PS-403C-0**: Address problems which impact on the work
- **CI-MPR-418S-0**: Develop and implement business development strategies to expand client base
- **CI-PUB-406C-0**: Apply knowledge of the publishing industry

### Elective Units

- **CI-MR-403C-0**: Conduct market research
- **CI-MPR-403C-0**: Promote products and services
- **CI-PS-403C-0**: Address problems which impact on the work
- **CI-MPR-418S-0**: Develop and implement business development strategies to expand client base
- **CI-PUB-406C-0**: Apply knowledge of the publishing industry

## SPECIALISATION UNITS

- **CI-MPR-509C-0**: Coordinate the production of brochures and marketing materials
- **CI-MPR-510C-1**: Develop a marketing communications plan
- **CI-MPR-511C-0**: Establish and adjust the marketing mix
- **CI-STR-504C-0**: Contribute to the development and implementation of strategic plans

## MEDIA AND COMMUNICATIONS - BOOK PUBLISHING COMPETENCY MAP

MSTC 100907 (Revision 1)

DT - 28/03/08
**Book Publishing Competency Map**

**TYPICAL JOB TITLES**

<table>
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<tr>
<th>LEVEL</th>
<th>DEPARTMENT</th>
<th>TYPICAL JOB TITLES</th>
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<tbody>
<tr>
<td>3</td>
<td>SALES</td>
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<tr>
<td>4</td>
<td>SALES</td>
<td>SALES MANAGER</td>
</tr>
</tbody>
</table>

**COMPETENCY UNITS**

**Core Units**

- CI-COM-304C-0: Communicate effectively in a creative environment
- CI-MR-305C-0: Assist with market research
- CI-MPR-300C-0: Contribute to establishing new markets
- CI-MPR-306C-0: Prepare Marketing Audit Report
- CI-SAL-305S-0: Develop media product knowledge
- CI-SAL-307S-0: Identify sales prospects
- CI-SAL-308S-0: Develop media sales proposal
- CI-SAL-309S-0: Secure prospect commitment
- CI-SAL-310S-0: Self-manage sales performance
- CI-SAL-312S-0: Support post-sale activities

**Specialisation Units**

- CI-BO-311E-0: Maintain business resources
- CI-BO-312E-0: Produce business documents
- CI-SAL-307S-0: Identify sales prospects
- CI-BO-314E-0: Support implementation of operational plan
- CI-BO-315E-0: Set up, develop and support innovation and change
- CI-SAL-305S-0: Develop media product knowledge
- CI-PUB-309CS-0: Demonstrate knowledge of the publishing industry
- CI-COM-304C-0: Communicate effectively in a creative environment
- CI-HR-309E-0: Assist with and support implementation, maintenance and monitoring of health and safety in a working environment
- CI-HR-305E-0: Work effectively with individuals and teams
- CI-SAL-311S-0: Identify sales prospects
- CI-SAL-312S-0: Support post-sale activities
- CI-PD-302C-0: Manage and market yourself as a freelancer to maximise work opportunities
- CI-FIN-306E-0: Management of budgets
- CI-PS-305C-0: Support with and support implementation, management and monitoring of health and safety in a working environment

**Elective Units**

- CI-BO-310C-0: Implement the effective delivery of the business plan
- CI-COM-306E-0: Make presentations
- CI-CM-406E-0: Negotiate contracts
- CI-PS-305C-0: Contribute to dealing with problems in the workplace
- CI-FIN-306E-0: Manage and market yourself as a freelancer to maximise work opportunities
- CI-HR-305E-0: Work effectively with individuals and teams
- CI-HS-305E-0: Work effectively with individuals and teams