

## Key Purpose

The Key Purpose of the Social Marketing National Occupational Standards is to enable professionals in the sector to apply marketing alongside other concepts and techniques to influence individuals, organisations, assist policy and decision makers to adopt and sustain behaviour which improves people's lives.

*Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviour that benefit individuals and communities for the greater social good. Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable and sustainable.*

*(The consensus definition approved by the Boards of iSMA, AASM and ESMA.)*

## Key Competency Areas

A. Carry out marketing research and adhere to ethical principles

B. Develop and implement social marketing strategies and best practice

C. Manage social marketing activities

D. Promote and continually improve social marketing activities

These Competency Areas are expanded by Key Functions defined by NOS:

Key Competency Areas	Key Functions defined by NOS
A. Carry out marketing research and adhere to ethical principles	INSSMA01– Develop, manage and evaluate social marketing research programmes INSSMA02 – Collect data on the knowledge, attitudes and behaviours of target groups INSSMA03 – Analyse, interpret and synthesise data and research findings to inform social marketing strategies
B. Develop and implement social marketing strategies and best practice	INSSMA04 – Develop and define market segments within target groups to inform social marketing strategies INSSMA05 – Develop social marketing propositions and test their potential to influence the behaviour of target groups INSSMA06 – Establish strategies and action plans to meet the social marketing goals INSSMA07 – Evaluate and report performance and outcomes of social marketing strategies INSSMA08 – Develop communication strategies to support social marketing programmes INSSMA09 – Reflect on, develop and apply best practice principles in social marketing
C. Manage social marketing activities	INSSMA10 – Develop a branding strategy for social marketing programmes INSSMA11 – Manage and maintain social marketing programmes INSSMA12 – Manage criticisms, complaints and respond to enquiries about social marketing programmes INSSMA13 – Provide products and services to support social marketing programmes INSSMA14 – Develop learning products and tools in social marketing practice INSSMA15 – Provide education, training and support for social marketing practice
D. Promote and continually improve social marketing activities	INSSMA16 – Develop and maintain working relationships with stakeholders in social marketing programmes INSSMA17 – Engage with policy and decision makers in government and organisations INSSMA18 – Review and interpret the results and wider implications of social marketing activities INSSMA19 – Promote effective practice in social marketing