

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – MARKETING EXECUTIVE		
Sector	Infocomm Technology	
Track	Sales and Marketing	
Sub-track	Marketing	
Occupation	Marketing Manager	
Job Role	Marketing Executive	
Job Role Description	<p>The Marketing Executive supports the administrative and logistical needs for implementing IMC programs and trade events. He/She ensures that all content across platforms is updated, supports partnership marketing by identifying potential partners and managing partner relationships. He conducts market research, gathers client insights, collects and organises feedback from product testing for new marketing, product and/or service ideas.</p> <p>He works in a fluid and collaborative environment. He supports the basic intent of increasing brand awareness and improving products and services.</p> <p>He is innovative, digitally-savvy, resourceful and analytical to spot opportunities for new ideas and test concepts. He is a team player and is able to work under pressure within tight deadlines.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Formulate data-driven market and client insights	Conduct market research on trends, competitor's product positioning, placement and pricing strategies
		Identify information needs requiring data-mining and analysis to derive market and client insights
		Analyse market research findings, sales data and digital marketing dashboards to derive market insights
		Analyse data obtained on clients' buying behaviours, motivation, attitudes, preferences and needs to derive client insights
		Develop client insights, and market and competitor analysis reports
		Propose new marketing ideas and approaches based on client insights derived from market analysis
	Manage integrated marketing communications (IMC) programme	Participate in the conceptualisation and design development of IMC programs for the business and/or specific lines of product and service
		Identify target client profile segments, market segments and potential marketing mix for IMC program
		Identify possible traditional and digital media channels and platforms for IMC program
		Coordinate with design teams to develop IMC program concept design elements and materials for traditional and digital media channels
		Support the administrative and logistical needs for implementing IMC programs and trade events
		Consolidate performance data of IMC programs
		Monitor implementation of IMC programs against planned timeline
		Update marketing and communications content on various media and platforms
		Identify emerging technologies for potential adoption for IMC program and activities
	Manage partnership marketing	Identify sales and profit by market segment
		Identify potential partners within a target segment to conduct partnership marketing
		Determine partner motivations and key drivers for collaboration
		Manage expectations and performance of partners
		Resolve conflicts and disputes that arise from partnerships or contracts
		Collaborate with technology teams to ideate commercially viable products

	Advise on product development and enhancement	Coordinate with the industry partners to conduct testing of new or enhanced products to obtain feedback		
		Collect and organise feedback from product testing for analysis		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies	
	Brand Management	Level 3	Creative Thinking	Intermediate
	Business Environment Analysis	Level 2	Digital Literacy	Advanced
	Content Management	Level 2	Communication	Intermediate
	Consumer Intelligence Analysis	Level 2	Service Orientation	Basic
	Customer Behaviour Analysis	Level 2	Interpersonal Skills	Intermediate
	Contract Management	Level 3		
	Customer Experience Management	Level 2		
	Data Analytics	Level 2		
	Design Concepts Generation	Level 3		
	Emerging Technology Synthesis	Level 3		
	Integrated Marketing	Level 3		
	Market Trend Analysis	Level 2		
	Marketing Campaign Management	Level 3		
	Marketing Communications Plan Development	Level 2		
	Marketing Mix Management	Level 2		
	Marketing Strategy	Level 4		
	Media Platforms Management	Level 2		
	Media Strategy Development	Level 2		
	Market Research	Level 3		
	Partnership Management	Level 3		
	Pricing Strategy	Level 3		
	Project Management	Level 3		
	Stakeholder Management	Level 2		
Programme Listing	For a list of Training Programmes available for the ICT sector, please visit: www.skillsfuture.sg/skills-framework/ict			

The information contained in this document serves as a guide.