SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY **SKILLS MAP – MARKETING MANAGER**	
Sector	Infocomm Technology
Track	Sales and Marketing
Sub-track	Marketing
Occupation	Marketing Manager
Job Role	**Marketing Manager**
Job Role Description	The Marketing Manager contributes to the realisation of the organisation's business strategies by driving its marketing and integrated marketing communications (IMC) strategy, developing go-to-market product positioning strategy, generating data-driven insights and monitoring budgets. He/She develops roadmaps for new or enhanced products and services, determines product pricing and is responsible for the development and curation of offline and digital content for accuracy and relevancy. He analyses effectiveness and return on investment from partnership marketing to determine renewal of partnerships.
	He works in a fast-paced, dynamic and digitally-centric environment where he is expected to lead the development of appealing marketing concepts to promote the organisation and its products.
	He is an innovative, energetic, collaborative and highly adaptable team leader. He is digitally-savvy and possesses a strong business acumen, strong interpersonal skills and a high level of initiative.

	Critical Work Functions	**Key Tasks**
Critical Work Functions and Key Tasks	**Establish an integrated marketing communications (IMC) strategy**	Develop IMC plans for the organisation's products and services
		Develop go-to-market product positioning strategy and roadmaps for new and/or enhanced products and services
		Determine product pricing and packaging strategies
		Analyse market segments to develop new target customers
		Provide suggestions to enhance marketing strategy
		Determine targets of key performance measures to evaluate effectiveness of IMC strategies and plans
		Develop budgets for IMC programmes and activities
	Formulate data-driven market and client insights	Determine market and competitor research objectives, approaches and tools
		Determine implications on the business and marketing activities from market, competitor and client insights
		Provide feedback to the team on conducting researching and formulating insights
		Review functionalities of digital marketing dashboards to improve quality and type of data obtained
		Ensure the application of data-driven insights to guide the development of marketing plans and activities
		Develop recommendations to generate and/or increase demand of products based on market and client insights
		Evaluate viability of changes and/or new ideas to marketing efforts
	Manage integrated marketing communications (IMC) programmes	Manage IMC programme concept development for the business and/or specific lines of product and service
		Determine key messaging and framing, and marketing mix for IMC programmes
		Develop an IMC programme plans for the business and/or specific lines of product and service
		Develop a media plan detailing media and platform requirements for IMC programme implementation
		Manage the development and curation of offline and digital content and collaterals for IMC programmes
		Ensure consistency of IMC programme concept design, key messaging and experience across various traditional and digital media platforms

		Oversee the implementation of IMC programmes and its activities
		Manage marketing and communications content for accuracy and relevancy
		Evaluate performance of IMC programmes based on programme targets to identify areas of improvement
	Manage partnership marketing	Develop relationships with partners to leverage partner network and reach to support marketing objectives
		Determine growth opportunities across target segments and implications on partnerships
		Evaluate suitability of partners for partnership marketing programmes
		Negotiate contract details with partners for partnership marketing programmes
		Analyse effectiveness and return on investment from partnership marketing to determine renewal of partnerships
		Develop initiatives to drive engagement with target profiles and improve client experience
	Advise on product development and enhancement	Participate in the conduct of product feasibility studies
		Plan product testing approach and activities with sales and technology teams to obtain feedback
		Analyse feedback from product testing and communicate findings to technology teams

Skills and Competencies	**Technical Skills and Competencies**		**Generic Skills and Competencies**	
	Brand Management	Level 4	Service Orientation	Intermediate
	Budgeting	Level 3	Digital Literacy	Advanced
	Business Environment Analysis	Level 3	Creative Thinking	Intermediate
	Business Performance Management	Level 3	Communication	Intermediate
	Consumer Intelligence Analysis	Level 3	Interpersonal Skills	Intermediate
	Content Management	Level 3, Level 4		
	Content Strategy	Level 4		
	Contract Management	Level 4		
	Customer Behaviour Analysis	Level 3		
	Customer Experience Management	Level 3		
	Data Analytics	Level 3		
	Design Concepts Generation	Level 4		
	Emerging Technology Synthesis	Level 4		
	Integrated Marketing	Level 4		
	Manpower Planning	Level 3		
	Market Research	Level 3		
	Market Trend Analysis	Level 3		
	Marketing Campaign Management	Level 4		
	Marketing Communications Plan Development	Level 3		
	Marketing Mix Management	Level 3		

	Marketing Strategy	Level 5	
	Media Platforms Management	Level 3	
	Media Strategy Development	Level 3	
	Partnership Management	Level 4	
	Pricing Strategy	Level 4	
	Project Management	Level 4	
	Stakeholder Management	Level 3	
Programmeme Listing	For a list of Training Programmemes available for the ICT sector, please visit: www.skillsfuture.sg/skills-framework/ict		

The information contained in this document serves as a guide.