

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – MARKETING DIRECTOR		
<b>Sector</b>	Infocomm Technology	
<b>Track</b>	Sales and Marketing	
<b>Sub-track</b>	Marketing	
<b>Occupation</b>	Marketing Manager	
<b>Job Role</b>	<b>Marketing Director</b>	
<b>Job Role Description</b>	<p>The Marketing Director drives the organisation's business strategy by establishing the organisation's integrated marketing communications (IMC) strategy, partnership marketing arrangements and advises on product development and enhancement. He/She provides senior management with marketing advice, develops budget and manpower plans; and focuses on executing the IMC and partnership marketing plans to achieve business results. He directs the research and data analytics to obtain market and client insights, translates client insights into products and product features with market interest or potential market demand.</p> <p>He operates in a rapidly transforming business environment and functions through his understanding of consumers' insights, market trends and industry landscape to promote the organisation and increase market demand.</p> <p>He is a results-oriented, astute leader who is able to negotiate strategically. He possesses strong business acumen and broad understanding of consumer, market and industry trends. He is an inspirational leader with a strong client focus to engage a variety of internal and external stakeholders</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	<b>Establish an integrated marketing communications (IMC) strategy</b>	Formulate the organisation's IMC strategy aligned with business objectives
		Advise on the development of IMC strategies for specific product and/or service lines
		Prioritise areas of IMC focus based on anticipated market developments, consumer trends and business needs
		Review and update IMC strategy and plans to ensure it keeps pace with emerging trends
		Advise senior management on product and service marketing
		Establish key performance measures to evaluate success of IMC strategies and plans
		Forecast budget and resource requirements
	<b>Formulate data-driven market and client insights</b>	Direct the application of research and data analytics to obtain market and client insights
		Establish research and analysis framework, approaches and processes to guide research and analytics activities
		Provide advice on research topics, approaches and scope to improve marketing effectiveness
		Drive implementation of new technologies for digital marketing analytics
		Advise on product strategy and pricing based on market and client insights
	<b>Manage integrated marketing communications (IMC) programmes</b>	Establish objectives of IMC programmes based on business needs and priorities
		Oversee systematic targeting of IMC to priority client and market segments
		Guide the planning, concept and key message development, and implementation of IMC programmes
		Guide media planning and selection of media and platforms for IMC programmes
		Endorse design of IMC programme collaterals
		Advise on the use of IMC to enhance branding for competitive positioning
		Evaluate costs to acquire and retain target clients and market segments through marketing programmes
		Establish performance measures and targets for IMC programmes

	<b>Manage partnership marketing</b>	Establish objectives for entering into partnership marketing arrangements		
		Establish processes and guidelines for the selection of partners for partnership marketing		
		Review partnership marketing contracts for approval		
		Evaluate outcomes from partnership marketing arrangements against overall marketing strategy and objectives		
	<b>Advise on product development and enhancement</b>	Establish processes for the provision of feedback to the sales and technology teams to develop and enhance products		
		Translate market and client insights into products and product features with market interest or potential market demand		
		Advise technology teams on product feasibility based on market and client insights		
	<b>Manage people and organisation</b>	Manage the budget expenditure and allocation across teams and projects		
		Monitor and track the team's achievements and key performance indicators		
		Propose new operational plans, including targeted budgets, work allocations and staff forecasts		
		Acquire, allocate and optimise the use of resources		
		Develop learning roadmaps to support the professional development of the team		
		Manage the performance and development process, including providing coaching and development opportunities to maximise the potential of each individual		
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies</b>	
	Brand Management	Level 5	Service Orientation	Advanced
	Budgeting	Level 4	Leadership	Advanced
	Business Environment Analysis	Level 4	Digital Literacy	Intermediate
	Business Innovation	Level 4	Communication	Advanced
	Business Performance Management	Level 4	Interpersonal Skills	Advanced
	Consumer Intelligence Analysis	Level 4		
	Content Management	Level 5		
	Content Strategy	Level 5		
	Customer Behaviour Analysis	Level 4		
	Customer Experience Management	Level 4		
	Data Analytics	Level 4		
	Design Concepts Generation	Level 5		
	Emerging Technology Synthesis	Level 4		
	Integrated Marketing	Level 5		
	Learning and Development	Level 5		
	Manpower Planning	Level 4		
	Market Research	Level 4		
	Market Trend Analysis	Level 4		
	Marketing Campaign Management	Level 5		

	Marketing Communications Plan Development	Level 4	
	Marketing Mix Management	Level 4	
	Marketing Strategy	Level 6	
	Media Platforms Management	Level 4	
	Media Strategy Development	Level 4	
	Networking	Level 4	
	Partnership Management	Level 4	
	Pricing Strategy	Level 5	
	Project Management	Level 5	
	Stakeholder Management	Level 4	
	Strategy Implementation	Level 4	
	Strategy Planning	Level 4	
<b>Programmeme Listing</b>	For a list of Training Programmemes available for the ICT sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/ict">www.skillsfuture.sg/skills-framework/ict</a>		

The information contained in this document serves as a guide.