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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – MARKETING DIRECTOR** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Sales and Marketing | | | | | |
| **Sub-track** | Marketing | | | | | |
| **Occupation** | Marketing Manager | | | | | |
| **Job Role** | **Marketing Director** | | | | | |
| **Job Role Description** | The Marketing Director drives the organisation’s business strategy by establishing the organisation's integrated marketing communications (IMC) strategy, partnership marketing arrangements and advices on product development and enhancement. He/She provides senior management with marketing advise, 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.  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.  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 | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | | **Key Tasks** | | | |
| **Establish an integrated marketing communications (IMC) strategy** | | 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 | | | |
| **Formulate data-driven market and client insights** | | 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 | | | |
| **Manage integrated marketing communications (IMC) programmes** | | 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 | | | |
| **Manage partnership marketing** | | 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 | | | |
| **Advise on product development and enhancement** | | 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 | | | |
| **Manage people and organisation** | | 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 | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Generic Skills and Competencies** | | |
| 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 | |
| **Programmeme Listing** | For a list of Training Programmemes available for the ICT sector, please visit: www.skillsfuture.sg/skills-framework/ict | | | | | |
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| The information contained in this document serves as a guide. | | | | | | |