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| **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** | 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.  He works in a fluid and collaborative environment. He supports the basic intent of increasing brand awareness and improving products and services.  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. | | | | | |
| **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 | | | |
| **Advise on product development and enhancement** | | Collaborate with technology teams to ideate commercially viable products | | | |
| 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 | | | | | |
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| The information contained in this document serves as a guide. | | | | | | |