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| **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 and Key Tasks** | **Critical Work Functions** | | **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 | | | | | |
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| The information contained in this document serves as a guide. | | | | | | |