

SKILLS FRAMEWORK FOR FOOD MANUFACTURING				
SKILLS MAP - ASSISTANT MARKET DEVELOPMENT MANAGER/MARKET DEVELOPMENT EXECUTIVE				
Sector	Food Manufacturing			
Track	Business Development			
Occupation	Sales Professional			
Job Role	Assistant Market Development Manager/Market Development Executive			
Job Role Description	<p>The Assistant Marketing Development Manager/Marketing Development Executive supports development of new markets and customer base by implementing marketing programmes and communication plans within allocated budgets, and assessing their effectiveness for further improvement.</p> <p>He/She manages relationships with the organisation's business partners to facilitate promotion of food products and maintaining of distribution channels. He further supports the organisation's marketing efforts by gathering market data and testing the effectiveness of implemented campaigns.</p> <p>He possesses strong technical product knowledge and understanding of both cultural and food regulatory matters related to his assigned markets and consumer demographics. He is creative, resourceful, and possesses good communication and negotiation skills.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks		Performance Expectations (For legislated / regulated occupations)
	Manage brand equity	Analyse market trends and developments for impact on marketing activities		
		Generate design concepts and ideas for marketing campaigns and communications materials		
		Select platforms or media to support marketing campaigns		
		Assess effectiveness of public relations communication programmes		
		Assist in managing domestic marketing and advertising campaigns		
	Drive business-to-business marketing	Maintain relationships with key and new domestic business partners		
		Resolve business relationship management conflicts		
		Analyse market needs and opportunities to assess clients' interest level and needs		
	Drive business-to-customer marketing	Plan and implement sales promotions and/or events		
		Monitor marketing activities effectiveness		
		Manage customer acquisition and retention programmes		
	Develop new business channels	Conduct research to identify emerging market trends, business opportunities and market segments in global and local landscape		
		Suggest ideas to address market opportunities and threats		
		Analyse trends and past performance to assess consumers' interest level and needs		
Execute data-mining and analysis activities				
Prepare insight reports on data-mining outcomes				
		Track and report business outcomes of data-driven insights		
Skills & Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Brand Portfolio Management	Level 3	Service Orientation	Intermediate
	Business Environment Analysis	Level 2	Interpersonal Skills	Intermediate
	Business Negotiation	Level 3	Communication	Basic
	Business Opportunities Development	Level 3	Creative Thinking	Basic
	Business Relationship Building	Level 3	Teamwork	Basic
	Communications Channel Management	Level 3		
	Consumer Intelligence Analysis	Level 2		
	Customer Acquisition Management	Level 2		
	Customer Behaviour Analysis	Level 2		
	Customer Loyalty and Retention Strategy Formulation	Level 4		
	E-commerce Campaign Management	Level 2		
	Emergency Response Management	Level 2		
Food Product Marketing	Level 2			

	International Marketing Programmes Management	Level 3	
	International Trade Legislation for Business	Level 2	
	Market Research	Level 2	
	Marketing Communications Plan Development	Level 2	
	New Export Market Entry Strategy Formulation	Level 4	
	Product Improvement	Level 2	
	Project Management	Level 3	
	Social Media Marketing	Level 2	
	Stakeholder Management	Level 3	
	Strategy Development	Level 4	
	Systems Thinking	Level 4	
	Technical Presentation	Level 4	
	WSH Performance Management	Level 2	
Programme Listing	For a list of Training Programmes available for the Food Manufacturing sector, please visit: www.skillsfuture.sg/skills-framework/foodmfg		

The information contained in this document serves as a guide.