

SKILLS FRAMEWORK FOR FOOD MANUFACTURING SKILLS MAP - MARKETING DEVELOPMENT MANAGER					
<b>Sector</b>	Food Manufacturing				
<b>Track</b>	Business Development				
<b>Occupation</b>	Sales Professional				
<b>Job Role</b>	<b>Marketing Development Manager</b>				
<b>Job Role Description</b>	<p>The Marketing Development Manager is responsible for building a customer base for the food products within his/her assigned markets, which may be as large as an entire country, depending on the organisation's operations. He fulfils this role by working with business partners in the assigned markets to promote the products, maintain distribution channels or even set up overseas production plants.</p> <p>He expands the customer base within the assigned markets by conducting studies to identify potential growth areas and strategising new campaigns.</p> <p>He possesses strong technical product knowledge and cultural awareness of the customer demographic in his assigned market. He is creative, resourceful, and possesses good communication and negotiation skills</p>				
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	Manage brand equity	<b>Key Tasks</b>		<b>Performance Expectations (For legislated / regulated occupations)</b>
			Define marketing performance measurements in alignment to marketing objectives and strategies		
			Develop strategies for domestic marketing campaigns, brand communication and communications materials		
			Develop social media and digital strategies to support sales and marketing		
			Develop and manage domestic sales and marketing operational plans		
	Assist in managing international sales and marketing operational plans				
	Drive business-to-business marketing	Negotiate with domestic partners on new and on-going business collaborations			
		Evaluate target markets' and client organisations' cultures, food regulations, traditions, and other situational factors that inhibit business dealings			
		Analyse market needs and opportunities to assess clients' interest level and needs			
		Manage service agreements with business partners			
	Drive business-to-customer marketing	Implement customer attraction and retention strategies to improve customer loyalty			
		Review marketing effectiveness measures to enhance programme strategies, product offerings and business competitiveness			
		Develop customer loyalty plans for target markets			
		Assess product utilisation and developments in target markets			
	Develop new business channels	Develop and manage market research plans			
		Analyse new market trends, business opportunities and market segments in local landscape			
Develop vertical business plans to grow existing markets					
Profile new target customers and market segments in domestic market					
Generate business questions requiring data-mining and analyses					
Analyse past performance of collections, categories and campaigns to improve marketing effectiveness and return-on-investment (ROI)					
Generate ideas and strategies based upon data-driven insights and recommendations					
Manage the application of data-driven insights to solve business problems					
<b>Skills &amp; Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>		
	Brand Portfolio Management	Level 3	Communication	Intermediate	
	Budgeting	Level 3	Interpersonal Skills	Intermediate	
	Business Environment Analysis	Level 3	Service Orientation	Intermediate	
	Business Negotiation	Level 3	Decision Making	Intermediate	
	Business Networking	Level 5	Creative Thinking	Intermediate	
	Business Opportunities Development	Level 4			

	Business Performance Management	Level 4	
	Business Relationship Building	Level 4	
	Communications Channel Management	Level 3	
	Conflict Resolution	Level 4	
	Consumer Intelligence Analysis	Level 3	
	Customer Acquisition Management	Level 3	
	Customer Behaviour Analysis	Level 3	
	Customer Loyalty and Retention Strategy Formulation	Level 4	
	E-commerce Campaign Management	Level 3	
	Emergency Response Management	Level 2	
	Food Product Marketing	Level 3	
	International Marketing Programmes Management	Level 3	
	International Trade Legislation for Business	Level 3	
	Market Research	Level 3	
	Marketing Communications Plan Development	Level 3	
	New Export Market Entry Strategy Formulation	Level 4	
	Product Improvement	Level 2	
	Project Management	Level 4	
	Social Media Marketing	Level 3	
	Stakeholder Management	Level 3	
	Strategy Development	Level 4	
	Systems Thinking	Level 4	
	Technical Presentation	Level 4	
	WSH Performance Management	Level 3	
<b>Programme Listing</b>	For a list of Training Programmes available for the Food Manufacturing sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/foodmfg">www.skillsfuture.sg/skills-framework/foodmfg</a>		

The information contained in this document serves as a guide.