

SKILLS FRAMEWORK FOR FINANCIAL SERVICES SKILLS MAP - PRODUCT MARKETING EXECUTIVE				
Sector	Financial Services			
Track	Product Solutioning and Management			
Occupation	Product Marketing Executive			
Job Role	Product Marketing Executive			
Job Role Description	<p>The Product Marketing Executive is responsible for assisting in the management of product marketing. He/She conducts market analyses to develop strategies that grow the organisation's bottom line, market share and marginal goals through successful product marketing and campaigns. He is also responsible for generating ideas and conducting market research to understand client behaviours and market trends to launch successful campaigns.</p> <p>The Product Marketing Executive is creative and contributes new ideas to marketing strategies on a regular basis. He is comfortable with performing market research to understand market trends and perform client analyses. He possesses strong time management and analytical skills and reporting abilities.</p> <p>The Product Marketing Executive is required to acquire specific product knowledge and this can include either one or a combination of: retail banking products, investment banking products, asset management products, private banking products and insurance products.</p>			
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Oversee marketing strategies and campaigns	Key Tasks	
			Conduct market research to develop an understanding of the competition, opportunities, client needs and market trends	
			Implement marketing strategies to differentiate in-house products from the market	
			Implement traditional and/or digital go-to-market and product marketing campaigns	
			Assist in coordinating launch processes, product lifecycles, pricing and category roadmaps	
			Develop marketing materials in accordance with marketing strategies and policies	
			Gather sales data as a measure of marketing effectiveness	
			Seek ways to innovate and enhance client engagement through impactful traditional and/or digital marketing platforms and channels	
			Provide administrative support for marketing campaigns and maintenance of client accounts	
	Keep abreast of organisation's objectives and client needs in developing pricing strategies with product development team			
	Establish marketing budget	Conduct research to establish price and budget for marketing options		
		Support in tracking spending of product marketing and branding activities		
		Assist in monitoring budget for traditional and digital marketing tools and activities		
	Develop internal and external partnerships	Work closely with internal teams in driving marketing initiatives		
		Organise client networking events to develop positive relationships with clients		
Maintain and service existing external partnership accounts				
Assist in coordinating with marketing and sales teams to align to marketing and sales objectives				
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Business Environment Analysis	Level 3	Interpersonal Skills	Intermediate
	Customer Behaviour Analysis	Level 3	Creative Thinking	Intermediate
	Demand and Supply Analysis	Level 3	Communication	Intermediate
	Digital Marketing	Level 3	Service Orientation	Intermediate
	Ethical Culture	Level 3	Teamwork	Intermediate
	Market Profiling	Level 3		
	Market Research and Analysis	Level 3		
	Product Marketing and Branding	Level 3		

	Stakeholder Management	Level 3		
Programme Listing	For a list of Training Programmes available for the Financial Services sector, please visit: www.skillsfuture.sg/skills-framework/financial-services			

The information contained in this document serves as a guide.