

SKILLS FRAMEWORK FOR FINANCIAL SERVICES SKILLS MAP- SEGMENT MANAGER				
Sector	Financial Services			
Track	Product Solutioning and Management			
Occupation	Segment Executive			
Job Role	Segment Manager			
Job Role Description	<p>The Segment Manager is responsible for building and enhancing segment programmes and market segment strategies across customer touchpoints. He/She drives the segment-specific programmes with a heavy emphasis on driving the organisation's key customer value propositions and customer experiences. He is required to collaborate with teams across the organisation to develop effective end-to-end customer acquisition, retention and engagement programmes and implement strategies to grow the customer base, improve overall segment revenue growth and deepen product penetration.</p> <p>The Segment Manager possesses strong analytical skills and business acumen, with a keen understanding of sales and marketing approaches. He is adept at creative thinking and crafting solutions to meet unique needs. He is also dynamic and adaptable to fit the needs of others, have strong customer orientation and is detail-oriented.</p>			
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Manage customer segment strategies	Key Tasks	
			Identify market positioning and marketing plans for each target segment to align with segment strategies	
			Develop customer acquisition and communications strategies	
			Develop and oversee the customer value proposition for targeted segments based on the understanding of the latest needs and offerings in the market	
			Oversee the implementation of promotional events to promote products and services to the segments	
			Interpret data analytics findings to develop understanding of customer segments and behaviours to inform business strategies	
	Work closely with cross-functional teams to incorporate competitive actions within segment marketing strategies			
	Maintain segment portfolio health	Manage performances of segments in alignment with business goals		
		Develop sales and marketing activities to increase sales and/or promote products and services within the segments		
		Align with the business model to drive cross-sell, up-sell or optimisation strategies		
		Formulate and review marketing programmes that encompass sales opportunities, engagement and retention		
	Oversee customer journey experiences	Conduct customer journey mapping		
		Review level of customer engagement with the distribution channels across the various sub-segments		
		Ensure the product, marketing and front-line staff deliver consistent customer experience through monitoring and quality assurance management		
		Conduct data analyses and ongoing monitoring of customer satisfaction level		
		Develop short-term and long-term initiatives to improve customer experiences across all touchpoints		
		Devise ways to encourage digital customer experiences across the various segments		
		Work with the compliance team to review if the marketing, promotional activities and engagement channels comply with the regulatory standards and policies		
Skills and	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Account Management	Level 4	Communication	Intermediate
	Business Environment Analysis	Level 4	Interpersonal Skills	Advanced
	Business Opportunities Development	Level 4	Problem Solving	Intermediate
	Business Risk Assessment	Level 4	Decision Making	Intermediate
	Customer Acquisition Management	Level 4	Transdisciplinary Thinking	Intermediate
	Customer Behaviour Analysis	Level 4		
	Customer Relationship Management	Level 4		

Skills and Competencies	Digital Marketing	Level 4		
	Ethical Culture	Level 4		
	Market Profiling	Level 4		
	Market Research and Analysis	Level 4		
	Partnership Management	Level 4		
	People Performance Management	Level 4		
	Product Advisory	Level 4		
	Stakeholder Management	Level 4		
	Sales Strategy	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.