

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - MARKETING EXECUTIVE				
Sector	Media			
Sub-sector	Games, Film and Video, TV and Broadcast			
Track	Media Business Management			
Sub-track	Media Marketing			
Occupation	Media Marketing Professional			
Job Role	Marketing Executive			
Job Role Description	<p>The Marketing Executive is responsible for supporting the marketing campaigns of media assets. He/She is expected to assist with the logistics arrangements involved in organising marketing campaigns and create press kits needed for the media. He is also expected to assist with the collation of customer data to help management understand the target segments for media assets.</p> <p>The work involves significant time spend on research and analysis to support marketing decisions as well as in executing marketing campaigns. He would need to liaise with several internal and external stakeholders regularly.</p> <p>He is enterprising and an effective communicator. He collaborates with both internal and external stakeholders and is able to multi-task.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Manage marketing budget	Key Tasks	
			Provide data and trends on historical marketing expenses to support budget development	
			Provide current cost estimates for campaign elements to support budget development	
	Use research and insights	Track marketing expenses against budget for management reporting		
		Collate customer ratings and advertising sales figures from various sources		
		Track customer activity for brands or media assets across platforms		
	Execute marketing campaigns	Create detailed reports to present customer trends to management		
		Internalise the brand portfolio and positioning of media assets		
		Assist in the creation of marketing collaterals		
		Prepare press kits for marketing campaigns		
		Coordinate the logistics involved in organising marketing activities		
		Maintain databases for campaign lifecycle management		
	Manage marketing communications through partners	Send periodic marketing schedules to creative agencies for further dissemination		
		Identify potential partner advertising agencies for organisation's marketing communications		
		Engage advertising agencies on a day-to-day basis to communicate expectations and contingent requirements and take feedback		
	Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)
Brand Management		Level 3	Communication	Basic
Business Negotiation		Level 4	Service Orientation	Basic
Content Marketing Strategy		Level 3	Digital Literacy	Basic
Contract and Vendor Management		Level 3	Interpersonal Skills	Basic
Customer Behaviour Analysis		Level 3	Creative Thinking	Intermediate
Customer Experience Management		Level 2		
Integrated Marketing		Level 3		
Market Evaluation		Level 3		
Market Intelligence		Level 3		
Market Research		Level 3		
Marketing Strategy		Level 4		
Programme Listing		For a list of Training Programmes available for the Media sector, please visit: www.skillsfuture.sg/skills-framework/Media		

The information contained in this document serves as a guide.