

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - MARKETING MANAGER		
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 Manager	
Job Role Description	<p>The Marketing Manager plans for the execution of marketing strategies while keeping an eye on customer and market demands and competitors' positioning. He/She ensures a consistent approach in the development and execution of marketing strategies that are scalable across multiple markets and develops effective marketing activities that support business and marketing objectives within set budgets. He presents marketing activities that are anchored in business objectives and measurable outcomes, based on research and built to drive optimal customer experience. He needs to ensure timely and measurable key measurement indicators to track effectiveness.</p> <p>The work involves creative ideation, interpretation of insights as well as team management to deliver against objectives. He spends most of his time in creative and business discussions with his team and/or sales team, as well as business stakeholders.</p> <p>He is a creative thinker, with the ability to use data to inform all decisions. He should possess the ability to lead, organise, delegate, evaluate and budget in order to achieve successful outcomes. He ought to be commercially aware, has sound knowledge of media assets and is proficient at negotiation and influencing.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop marketing strategies and plans	Devise implementation roadmap for marketing activities based on the strategy
		Identify the most effective engagement channels and platforms for the target customers to achieve the desired return on investment (ROI)
		Profile new and existing market segments and customers
		Select suitable platforms to support marketing activities and campaigns
		Deploy marketing performance measures in alignment to marketing objectives and strategies
	Manage marketing budget	Examine budgets from previous marketing initiatives to draft realistic budgets for budget projection
		Develop marketing budgets based on activity-sorted expenses
		Compare the outflow of money to the budgetary expectations and escalate any issues or discrepancies
		Monitor key measurement indicators to track campaign effectiveness
	Use research and insights	Develop an understanding of reporting metrics to improve efficacy of marketing campaigns
		Analyse the range of marketing efforts with respect to current expenditure on advertising
		Analyse trends in customer behaviour using indicators of customer viewership and demographic data
	Execute marketing campaigns	Determine marketing mix including campaigns promotions and events
		Develop marketing campaigns and communication content
		Oversee the management of logistics for marketing campaigns
		Oversee the development of databases for campaign lifecycle management
		Evaluate end-to-end customer experience across all platforms and customer touchpoints
	Manage marketing communications through partners	Assess various media and advertising agencies on their strengths and weaknesses
		Negotiate mutually beneficial contracting terms between agencies and own organisation
		Communicate the organisation's marketing communication requirements to the agencies
		Develop instructions to manage and communicate exceptional or contingent to all partner agencies
		Evaluate performance of partner agencies in delivering against expectations
Develop network and outreach	Maintain relationships with existing partners for current and future opportunities	
	Develop value propositions and outreach collaterals to demonstrate benefits of alliance to potential partners	
	Organise conferences, seminars and other industry events to drive key industry agenda and network with the wider industry	

	Manage crisis	Implement guidelines for managing crises within marketing teams		
		Support decision making for external communications during crisis situations		
		Align external communication across all channels during crisis situations by collaborating with various teams		
	Manage teams and/or departments	Communicate common goals, direction and accountability among staff		
		Develop staff by coaching, mentoring and engaging career discussions		
		Exhibit effective performance management practices within department in accordance with organisational policies and procedures		
		Monitor budgets, forecasting, work allocations and staffing of the various departments		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Brand Management	Level 4	Resource Management	Intermediate
	Business Insights	Level 4	Problem Solving	Intermediate
	Business Negotiation	Level 5	Communication	Intermediate
	Content Marketing Strategy	Level 4	Developing People	Intermediate
	Contract and Vendor Management	Level 4	Service Orientation	Intermediate
	Customer Behaviour Analysis	Level 4		
	Customer Experience Management	Level 4		
	Integrated Marketing	Level 4		
	Market Evaluation	Level 4		
	Market Intelligence	Level 4		
	Market Research	Level 4		
	Marketing Strategy	Level 5		
	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.