

| SKILLS FRAMEWORK FOR MEDIA | | |
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| SKILLS MAP - HEAD OF MARKETING/MARKETING DIRECTOR | | |
| 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 | Head of Marketing/Marketing Director | |
| Job Role Description | <p>The Head of Marketing/Marketing Director is responsible for the development and delivery of a fully integrated strategy for the business. He/She provides clear and dynamic leadership in the marketing of media assets with the use of promotions, events, campaigns, partnerships, branding and franchising to monetise media assets while constantly driving adoption of new and innovative marketing methods. He leads the use of integrated channels within the traditional and digital realms to target customers and increase mindshare. He also drives the organisation's marketing, communications and public relations efforts by defining marketing strategies and plans, establishing guidelines and overseeing execution. He relies heavily on analytics to identify suitable channels for the target customer as well as to evaluate the effectiveness of marketing activities and the return on investment (ROI). He fosters relationships with industry influencers and key strategic partners, ensures effective control of marketing results and takes corrective action to achieve marketing objectives within designated budgets.</p> <p>He spends a significant amount of time and effort in developing strategies and plans to guide marketing operations. He also invests effort in influencing key internal and external stakeholders to align them with his plans.</p> <p>He should be customer centric with a strong sense of business acumen. He should also be a strong leader and able to establish a highly competent and action orientated team that is customer centric and accountable. He ought to be an effective communicator with the ability to foster business relationships with stakeholders and/or affiliates.</p> | |
| Critical Work Functions and Key Tasks | Critical Work Functions | Key Tasks |
| | Develop marketing strategies and plans | Review customer insights and preferences to identify the marketing strategies for media assets |
| | | Oversee systematic targeting of priority segments and platforms based on account and market specific intelligence |
| | | Provide guidance on strategies to drive use of digital and other non-traditional marketing channels |
| | | Develop new approaches to community engagement to enhance customer experience and loyalty |
| | | Establish key metrics to track performance of marketing initiatives |
| | | Set guidelines for all marketing communications to promote the right message about the company and maintain the ideal brand image |
| | Manage marketing budget | Drive creation of marketing budgets based on marketing strategy and priorities |
| | | Approve marketing budgets based on marketing priorities and analysis of return on investment (ROI) |
| | | Manage marketing expenses against budgets |
| | | Allocate marketing budgets to integrated channels and platforms that achieve high returns |
| | Use research and insights | Generate business questions by using data-mining and analysis |
| | | Analyse performance of marketing initiatives to improve marketing effectiveness and ROI |
| | | Drive the adoption and use of database management for marketing automation, customer profiling and automated benchmarking |
| | Execute marketing campaigns | Lead the planning of marketing campaign launches for media assets, including media briefs |
| | | Develop media plans and campaign pricing by collaborating with business and sales teams |
| | | Set direction for devising messaging and campaign strategy for all media assets and business priorities |
| | | Guide messaging to differentiate media assets from competitors |
| | | Act as a subject matter expert for assigned media assets and respective markets |
| | | Drive the use of innovative approaches to create cutting edge campaigns that appeal to target segment |
| | Manage marketing communications through partners | Approve partnerships with agencies for marketing communications based on creative and commercial considerations |
| | | Establish standards and guidelines for executing marketing communications by engaging partner agencies |
| | | Make decisions on continuance of relationships with partner agencies based on performance |
| | Develop network and outreach | Promote positive relations with stakeholders and affiliates to build successful marketing partnerships |
| Influence stakeholders and affiliates to establish mutually beneficial marketing strategies and/or campaigns | | |
| Foster relationships with new stakeholders and affiliates to achieve desired objectives | | |
| Attend conferences, seminars and other industry events to drive key industry agenda and network with the wider industry | | |

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| | Manage crisis | Define overall organisation guidelines for managing organisation's reputation in crisis situations | | |
| | | Evaluate crisis situations to take responsive decisions for managing external communications | | |
| | | Drive alignment in all external communication during crisis situations | | |
| | Manage teams and/or departments | Define common goals, direction and accountability among staff | | |
| | | Define staff development strategies by coaching, mentoring and engaging in career discussions | | |
| | | Define effective performance management practices within department in accordance with organisational policies and procedures | | |
| | | Oversee 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 5 | Resource Management | Advanced |
| | Business Insights | Level 5 | Communication | Advanced |
| | Business Negotiation | Level 6 | Decision Making | Advanced |
| | Community Development | Level 5 | Leadership | Advanced |
| | Content Marketing Strategy | Level 5 | Developing People | Advanced |
| | Contract and Vendor Management | Level 5 | | |
| | Customer Behaviour Analysis | Level 5 | | |
| | Customer Experience Management | Level 5 | | |
| | Integrated Marketing | Level 5 | | |
| | Market Evaluation | Level 5 | | |
| | Market Intelligence | Level 5 | | |
| | Market Research | Level 5 | | |
| | Marketing Strategy | Level 6 | | |
| | Pricing 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.