

SKILLS FRAMEWORK		
SKILLS MAP - MARKETING ASSOCIATE/ASSISTANT		
Sector	Retail	
Track	Marketing	
Occupation	Associate	
Job Role	Marketing Associate/Assistant	
Job Role Description	<p>The Marketing Associate/Assistant supports the implementation of marketing programmes and communication plans within allocated budgets. He/she also provides support in performing public relation activities and generating data-driven commercial insights.</p> <p>He works in a fast paced, dynamic and digitally-centric environment where he provides coordination support for the various marketing activities.</p> <p>He is an action-oriented, organised, energetic, collaborative and adaptable individual. He is a fast learner who is able to operate well in a team-based environment under pressure.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Implement marketing programmes	Collate information on local and international business, market trends, new business opportunities and market segments
		Collate information on emerging technological changes
		Collate information for keyword research, bit-bite and web statistics reporting
		Contribute to keyword research and web statistics reporting
		Coordinate offline, online and social media marketing activities
		Source, acquire and manage stock images
		Follow intellectual property processes for the use of licensed copyright materials
		Produce basic marketing materials
		Monitor social media platforms
	Implement communication plans	Contribute to development of communication messages
		Maintain internal communication platforms and channels
		Monitor external communication platforms and channels
	Perform public relations activities	Coordinate media-related events
		Schedule public relations activities
		Make logistical arrangements for public relations activities
	Manage budget	Carry out acquisition and payment processes
	Generate data-driven commercial insights	Prepare and collate data used to perform data-mining
		Support analysis of data to generate insights
		Perform activities to implement data-driven insights

	Technical Skills & Competencies		Generic Skills & Competencies (Top 5)	
	Affiliate Marketing	Level 2	Communication	Basic
Augmented Reality Application	Level 1	Teamwork	Basic	
Blog and Vlog Deployment	Level 2	Interpersonal Skills	Basic	
Brand Campaign Management	Level 2	Service Orientation	Basic	
Brand Portfolio Management	Level 3	Digital Literacy	Basic	
Business Environment Analysis	Level 2			
Business Operational Planning	Level 3			
Business Opportunities Development	Level 3			
Business Relationship Building	Level 2			
Colour Concept Application	Level 2			
Communications Channel Management	Level 2			
Compliance with Legal Regulations	Level 1			
Conflict Management	Level 2			
Consumer Intelligence Analysis	Level 2			
Content Management	Level 2			
Content Management System Utilisation	Level 2			
Content Writing and Editing	Level 2			
Crisis Management	Level 3			
Customer Acquisition Management	Level 2			
Customer Behaviour Analysis	Level 2			
Customer Relationship Management	Level 2			
Data Analytics	Level 2			
Data-Mining and Modelling	Level 2			
Design Concepts Generation	Level 3			
Digital Asset and File Management	Level 2			
Digital Image Production	Level 3			
E-Commerce Campaign Management	Level 2			
Events Planning and Management	Level 2			
Game-Based Marketing	Level 2			
Inbound Marketing	Level 2			
Infographics and Data Visualisation	Level 2			
Intellectual Property Management	Level 2			
International Marketing Programmes Management	Level 2			
Knowledge Management	Level 2			
Market Profiling	Level 2			
Market Research	Level 2			
Market Trend Analysis	Level 2			
Marketing Campaign Management	Level 2			
Marketing Communications Plan Development	Level 2			
Marketing Mix Management	Level 2			
Mass Communications Management	Level 2			
Media Platforms Management	Level 2			
Media Strategy Development	Level 2			
Mobile Apps Marketing	Level 2			
Paid Search Engine Marketing	Level 2			
Point-Of-Purchase Marketing	Level 2			
Press Conference Management	Level 3			
Print Management	Level 2			
Print Production Trends and Techniques	Level 2			
Production of Still and Moving Images	Level 3			
Public Relations Campaign Management	Level 2			
Rules-based Copy Editing	Level 2			
Search Engine Optimisation	Level 2			
Sentiment Analysis	Level 2			
Shopper Marketing Campaign Management	Level 2			
Social Media Management	Level 2			

Skills & Competencies

	Social Media Marketing	Level 2		
	Stakeholder Management	Level 2		
	Typeface and Layout Production	Level 2		
	User Interface and User Experience Optimisation	Level 2		
	Visual Collaterals Production	Level 2		
	Visual Design and Communication Principles	Level 2		
	Website Design	Level 2		
	Website Performance Management	Level 1		
	Workplace Communications	Level 2		
	Writing of Advertising Copy for Broadcast and Interactive Media	Level 2		
	Writing of Advertising Copy for Print Media	Level 2		
Programme Listing	For a list of Training Programmes available for the Retail sector, please visit www.skillsfuture.sg/skills-framework/retail			

The information contained in this document serves as a guide.