

SKILLS FRAMEWORK SKILLS MAP - MARKETING EXECUTIVE		
Sector	Retail	
Track	Marketing	
Occupation	Executive	
Job Role	Marketing Executive	
Job Role Description	<p>The Marketing Executive supports the development and execution of the offline, online and social marketing plans. In addition, he/she assists in evaluating the effectiveness of marketing communication plans and any adjustments that are needed to these plans.</p> <p>He works in a fluid and collaborative environment. He supports the basic intent of increasing brand awareness, generating leads, converting sales as well as fostering customer loyalty.</p> <p>He is creative, resourceful, able to work under pressure within tight deadlines and possesses good interpersonal and communication skills.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Drive marketing campaigns	<ul style="list-style-type: none"> Monitor new market trends, business opportunities and market segments in global and local landscape Generate design concepts and ideas for marketing campaigns and communication materials Evaluate emerging technological changes for adaption of marketing activities
	Drive offline marketing campaigns	<ul style="list-style-type: none"> Select offline platforms or traditional media in support of marketing campaigns Implement offline marketing activities Plan contents for print, broadcast, outdoor media roadshows, in-store sales promotions and/or events Implement contents for print, broadcast, outdoor media roadshows, in-store sales promotions and/or events Monitor offline marketing activities effectiveness
	Drive digital marketing campaigns	<ul style="list-style-type: none"> Select digital platforms in support of marketing campaigns Implement digital marketing activities Produce contents for web, blogs, vlogs, e-newsletters and/or digital platforms' requirements Develop contents for mobile applications and/or multimedia products Identify and develop relationships with bloggers and influencers Identify digital platforms to strengthen inbound marketing effort for organisation and/or brand Evaluate emerging technological changes for adaption of marketing activities Conduct keyword research, web-traffic monitoring, bit-bite and web statistics reporting
	Drive social media marketing campaigns	<ul style="list-style-type: none"> Select social platforms in support of marketing campaigns Implement social marketing activities Plan contents for social media platforms Produce contents for web, blogs, vlogs, e-newsletters and/or digital platforms' requirements Review and handle comments on social media platforms Use social media tools and techniques for a range of marketing activities
	Implement communication plans	<ul style="list-style-type: none"> Develop communication materials Implement crisis management action plans Review external communication platforms and channels

	Perform public relations activities	Comply with social, ethical, legal and regulatory parameters and guidelines for public relations activities and social media platforms		
		Produce, receive and act on public relations business communication		
		Implement public relations activities		
		Maintain public relations communication with external stakeholders		
		Implement crisis management action and communication plans		
	Manage budget	Monitor expenses and adhere to budget allocations		
		Administer acquisition and payment processes		
Engage in cost-saving efforts				
Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies (Top 5)	
	Affiliate Marketing	Level 3	Communication	Intermediate
	Augmented Reality Application	Level 2	Teamwork	Intermediate
	Blog and Vlog Deployment	Level 3	Interpersonal Skills	Intermediate
	Brand Campaign Management	Level 3	Digital Literacy	Intermediate
	Brand Portfolio Management	Level 3	Creative Thinking	Intermediate
	Business Environment Analysis	Level 3		
	Business Negotiation	Level 3		
	Business Operational Planning	Level 3		
	Business Opportunities Development	Level 3		
	Business Relationship Building	Level 3		
	Business Risk Assessment	Level 3		
	Colour Concept Application	Level 3		
	Communications Channel Management	Level 3		
	Compliance with Legal Regulations	Level 3		
	Conflict Management	Level 3		
	Consumer Intelligence Analysis	Level 3		
	Content Management	Level 3		
	Content Management System Utilisation	Level 3		
	Content Writing and Editing	Level 3		
	Crisis Management	Level 3		
	Customer Acquisition Management	Level 3		
	Customer Behaviour Analysis	Level 3		
	Customer Loyalty and Retention Strategy Formulation	Level 4		
	Customer Relationship Management	Level 3		
	Data Analytics	Level 3		
	Data-Mining and Modelling	Level 3		
	Design Concepts Generation	Level 3		
	Digital Asset and File Management	Level 3		
	Digital Image Production	Level 3		
	E-Commerce Campaign Management	Level 3		
	Events Planning and Management	Level 3		
	Financial Budget Planning and Management	Level 4		
	Game-Based Marketing	Level 3		
Inbound Marketing	Level 3			
Infographics and Data Visualisation	Level 3			
Intellectual Property Management	Level 3			
International Marketing Programmes Management	Level 3			
Knowledge Management	Level 3			
Manual and Digital Drawings Production	Level 3			
Market Profiling	Level 3			
Market Research	Level 3			
Market Trend Analysis	Level 3			
Marketing Campaign Management	Level 3			

	Marketing Communications Plan Development	Level 3		
	Marketing Mix Management	Level 3		
	Mass Communications Management	Level 3		
	Media Platforms Management	Level 3		
	Media Strategy Development	Level 3		
	Mobile Apps Marketing	Level 3		
	Paid Search Engine Marketing	Level 3		
	Photographic Images Manipulation	Level 3		
	Point-Of-Purchase Marketing	Level 3		
	Press Conference Management	Level 3		
	Print Management	Level 3		
	Print Production Trends and Techniques	Level 3		
	Production of Still and Moving Images	Level 3		
	Public Relations Campaign Management	Level 3		
	Retail Space Utilisation	Level 3		
	Rules-Based Copy Editing	Level 3		
	Search Engine Optimisation	Level 3		
	Sentiment Analysis	Level 3		
	Shopper Marketing Campaign Management	Level 3		
	Social Media Management	Level 3		
	Social Media Marketing	Level 3		
	Sponsorship Management	Level 3		
	Stakeholder Management	Level 3		
	Typeface and Layout Production	Level 3		
	User Interface and User Experience Optimisation	Level 3		
	Visual Collaterals Production	Level 3		
	Visual Design and Communication Principles	Level 3		
	Website Design	Level 2		
	Website Performance Management	Level 3		
	Workplace Communications	Level 3		
	Writing of Advertising Copy for Broadcast and Interactive Media	Level 3		
	Writing of Advertising Copy for Print Media	Level 3		
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.