

SKILLS FRAMEWORK SKILLS MAP - MARKETING MANAGER		
Sector	Retail	
Track	Marketing	
Occupation	Manager	
Job Role	Marketing Manager	
Job Role Description	<p>The Marketing Manager contributes to the realisation of the organisation's business strategies by driving its marketing and public relations programmes. He/she is also responsible for directing the organisation's communication plans, generating data-driven commercial insights and monitoring budgets.</p> <p>He works in a fast-paced, dynamic and digitally-centric environment where he is expected to lead the development of appealing marketing concepts to promote the organisation and its products.</p> <p>He is an innovative, energetic, collaborative and highly adaptable team leader. He is digitally-savvy and possesses a strong business acumen with a high level of initiative and capacity to work under high pressure.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Drive business strategy	Analyse new market trends, business opportunities and market segments in global and local landscape Profile new target customers and market segments Define marketing performance measurements in alignment to marketing objectives and strategies Provide information for management decision making
	Drive marketing campaigns	Develop marketing campaigns across offline, digital and social media platforms Profile target customers and market segments for marketing campaigns Manage creative concept of marketing campaigns and communication materials Determine marketing mix Monitor implementation of marketing campaigns Manage offline (traditional) media channels Plan and manage roadshows, promotions and events Develop contents for online platforms Develop engagement strategies with bloggers and influencers Develop website traffic and/or inbound marketing plans Develop personalised re-marketing strategies Manage social media platforms Evaluate end-to-end customer experience across offline and digital platforms and customer touch points
	Direct communication plans and guidelines	Manage internal and external communication platforms and channels Evaluate organisation and/or brand reputation risk exposures Manage crisis management communication plans
	Drive public relations programmes	Manage organisation and/or brand reputation Manage public relations activities Facilitate public relations communication with external stakeholders Develop crisis management action and communication plans Assess effectiveness of public relations communication programmes
	Monitor budget	Develop expense forecasts and budget allocations Manage and review budget allocations and expenses

Generate data-driven commercial insights	Generate business questions requiring data-mining and analysis			
	Create and distribute digital dashboards			
	Analyse past performance of collections, categories and campaigns to improve marketing effectiveness and Return on Investment (ROI)			
	Monitor web analytics tools			
	Manage application of data-driven insights to solve business problems			
	Generate ideas and strategies based upon data-driven insights and recommendations			
Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies (Top 5)	
	Affiliate Marketing	Level 4	Leadership	Advanced
	Augmented Reality Application	Level 3	Communication	Advanced
	Blog and Vlog Deployment	Level 4	Interpersonal Skills	Advanced
	Brand Campaign Management	Level 4	Decision Making	Intermediate
	Brand Portfolio Management	Level 4	Developing People	Intermediate
	Business Environment Analysis	Level 4		
	Business Negotiation	Level 4		
	Business Operational Planning	Level 4		
	Business Opportunities Development	Level 4		
	Business Relationship Building	Level 4		
	Business Risk Assessment	Level 4		
	Communications Channel Management	Level 4		
	Compliance with Legal Regulations	Level 4		
	Conflict Management	Level 4		
	Consumer Intelligence Analysis	Level 4		
	Content Management	Level 4		
	Content Management System Utilisation	Level 4		
	Content Writing and Editing	Level 4		
	Crisis Management	Level 4		
	Customer Acquisition Management	Level 4		
	Customer Behaviour Analysis	Level 4		
	Customer Loyalty and Retention Strategy Formulation	Level 4		
	Customer Relationship Management	Level 4		
	Data Analytics	Level 4		
	Data-Mining and Modelling	Level 4		
	Design Concepts Generation	Level 4		
	Digital Asset and File Management	Level 4		
	Digital Image Production	Level 4		
	E-Commerce Campaign Management	Level 4		
	Events Planning and Management	Level 4		
	Financial Analysis	Level 4		
	Financial Budget Planning and Management	Level 4		
	Game-Based Marketing	Level 4		
	Inbound Marketing	Level 4		
	Infographics and Data Visualisation	Level 4		
	Intellectual Property Management	Level 4		
	International Marketing Programmes Management	Level 4		
	Knowledge Management	Level 4		
	Manual and Digital Drawings Production	Level 4		
	Market Profiling	Level 4		
	Market Research	Level 4		
	Market Trend Analysis	Level 4		
	Marketing Campaign Management	Level 4		
	Marketing Communications Plan Development	Level 4		
Marketing Mix Management	Level 4			
Mass Communications Management	Level 4			
Media Platforms Management	Level 4			

	Media Strategy Development	Level 4		
	Mobile Apps Marketing	Level 4		
	Organisational Alignment and Interdependency Analysis	Level 4		
	Organisational Planning and Target Setting	Level 4		
	Organisational Strategy Formulation	Level 4		
	Paid Search Engine Marketing	Level 4		
	Photographic Images Manipulation	Level 4		
	Point-Of-Purchase Marketing	Level 4		
	Press Conference Management	Level 4		
	Print Management	Level 4		
	Print Production Trends and Techniques	Level 4		
	Production of Still and Moving Images	Level 4		
	Public Relations Campaign Management	Level 4		
	Retail Space Utilisation	Level 4		
	Rules-Based Copy Editing	Level 4		
	Search Engine Optimisation	Level 4		
	Sentiment Analysis	Level 4		
	Shopper Marketing Campaign Management	Level 4		
	Social Media Management	Level 4		
	Social Media Marketing	Level 4		
	Sponsorship Management	Level 4		
	Stakeholder Management	Level 4		
	Technology Strategy Formulation	Level 4		
	Typeface and Layout Production	Level 4		
	User Interface and User Experience Optimisation	Level 4		
	Visual Collaterals Production	Level 4		
	Visual Design and Communication Principles	Level 4		
	Website Design	Level 3		
	Website Performance Management	Level 4		
	Workplace Communications	Level 4		
	Writing of Advertising Copy for Broadcast and Interactive Media	Level 4		
	Writing of Advertising Copy for Print Media	Level 4		
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.