

SKILLS FRAMEWORK SKILLS MAP - Job Role			
Sector	Retail		
Track	Marketing		
Occupation	Marketing		
Job Role	Marketing Director		
Job Role Description	<p>The Marketing Director drives the organisation's business strategies by setting direction for the organisation's marketing campaigns, programmes and communication plans. He/she is also responsible for advancing public relations for the organisation, formulating data-driven commercial insights and directing budget forecasting activities.</p> <p>He operates in a rapidly transforming business environment and functions through his understanding of consumers' preferences, market trends and industry landscape to promote the organisation and optimise its market share.</p> <p>He is an astute and aspiring leader who is able to negotiate strategically. He possesses strong business acumen and broad understanding of consumer, market and industry trends.</p>		
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)
	Drive business strategy	Contribute to formulation of organisational vision, mission and values	
		Evaluate local and international business environment and landscape	
		Develop business continuity strategies, policies and plans	
		Develop new market entry business strategies	
		Manage risks across business units	
	Drive marketing campaigns	Establish marketing objectives and strategies	
		Drive profiling of target customers and market segments for marketing campaigns	
		Evaluate costs to acquire and retain target customers and market segments	
		Develop offline, digital and social media platforms strategies	
		Establish scope and goals of marketing campaigns	
		Conduct situational analysis to assess the organisation's internal and external business environment and landscape	
		Conceptualise marketing campaigns across offline and digital platforms	
		Inspire generation of creative concepts for marketing campaigns and communication materials	
	Direct communication plans and guidelines	Develop internal and external communication strategies, guidelines and parameters	
		Direct development of marketing messages	
		Elevate organisation and/or brand reputation	
		Develop crisis management communication guidelines	
	Advance public relations	Formulate public relations strategies	
		Establish social, ethical, legal and regulatory parameters and guidelines for public relations activities and social media platforms	
		Direct public relations activities	
		Identify key focus groups for public relations cultivation	
		Develop media relationships	
	Direct budget forecasting and utilisation	Formulate budgetary assumptions	
Generate budgetary scenarios			
Formulate data-driven commercial insights	Lead formulation of business questions requiring data-mining and analysis		
	Direct design and development of models used for data-mining		
	Work closely with data architecture and warehouse team to oversee data-mining and analysis process		
	Lead formulation of data-driven insights and drive practical application to business		

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	Formulate data-driven commercial insights	Supervise development, evaluation and enhancement of predictive models		
		Lead measurement of business impacts from data analytics insights		
		Drive exploration and development of latest data science techniques		
		Oversee analytics as a key competence throughout organisation and provide ongoing consultative services		
Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies	
	Affiliate Marketing	Level 5	Leadership	Advanced
	Blog and Vlog Deployment	Level 5	Decision Making	Advanced
	Brand Campaign Management	Level 5	Developing People	Advanced
	Brand Portfolio Management	Level 4	Communication	Advanced
	Business Negotiation	Level 5	Problem Solving	Advanced
	Business Environment Analysis	Level 5		
	Business Operational Planning	Level 5		
	Business Opportunities Development	Level 5		
	Business Relationship Building	Level 5		
	Business Risk Assessment	Level 5		
	Communications Channel Management	Level 5		
	Compliance with Legal Regulations	Level 4		
	Conflict Management	Level 5		
	Consumer Intelligence Analysis	Level 5		
	Content Management	Level 5		
	Content Management System Utilisation	Level 5		
	Content Writing and Editing	Level 4		
	Crisis Management	Level 5		
	Customer Acquisition Management	Level 5		
	Customer Behaviour Analysis	Level 5		
	Customer Loyalty and Retention Strategy Formulation	Level 5		
	Customer Relationship Management (CRM)	Level 5		
	Data Analytics	Level 4		
	Data-Mining and Modelling	Level 4		
	Design Concepts Generation	Level 5		
	Digital Asset and File Management	Level 4		
	E-Commerce Campaign Management	Level 5		
	Events Planning and Management	Level 4		
	Financial Analysis	Level 5		
	Financial Budget Planning and Management	Level 5		
	Game-Based Marketing	Level 5		
	Inbound Marketing	Level 5		
	Infographics and Data Visualisation	Level 4		
Intellectual Property Management	Level 4			
International Marketing Programmes Management	Level 5			
Knowledge Management	Level 3			
Market Profiling	Level 5			
Market Research	Level 5			
Market Trend Analysis	Level 5			
Marketing Campaign Management	Level 5			
Marketing Communications Plan Development	Level 5			
Marketing Mix Management	Level 5			
Media Strategy Development	Level 5			
Media Platforms Management	Level 5			
Mobile Apps Marketing	Level 5			

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	Organisational Alignment and Interdependency Analysis	Level 5		
	Organisational Planning and Target Setting	Level 5		
	Organisational Strategy Formulation	Level 5		
	Paid Search Engine Marketing (SEM)	Level 5		
	Press Conference Management	Level 5		
	Public Relations Campaign Management	Level 5		
	Sentiment Analysis	Level 5		
	Search Engine Optimisation (SEO)	Level 5		
	Shopper Marketing Campaign Management	Level 4		
	Social Media Marketing	Level 5		
	Social Media Management	Level 5		
	Sponsorship Management	Level 5		
	Stakeholder Management	Level 5		
	Technology Strategy Formulation	Level 4		
	Visual Design and Communication Principles	Level 5		
	Website Performance Management	Level 5		
	Workplace Communications	Level 5		
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.