

SKILLS FRAMEWORK FOR WHOLESALE TRADE
 SKILLS MAP - HEAD OF MARKETING

| | | |
|--|---|---|
| Sector | Wholesale Trade | |
| Track | Marketing, Business Development and Analysis | |
| Occupation | Marketing Manager | |
| Job Role | Head of Marketing | |
| Job Role Description | <p>The Head of Marketing assumes overall responsibility for the organisation's branding and marketing efforts, including brand management, digital marketing strategies, and marketing communications. He/She also manages product branding and leads promotional campaigns to drive product engagement. He guides research on market trends and target buyer and seller landscapes, and works with regional teams to compare and contrast different geographical trends. Strategic and business-minded, he analyses commercial insights to effectively win in the marketplace. He serves as a mentor to direct reports, and provides guidance on the marketing plans within the organisation's landscape.</p> <p>Innovative and forward-thinking, he strives to improve the organisation's marketing approaches and keeps abreast with the latest in marketing technologies.</p> | |
| Critical Work Functions and Key Tasks | Critical Work Functions | Key Tasks |
| | Manage organisation and product branding | <p>Guide research parameters to identify market awareness, brand associations and public perceptions</p> <p>Lead branding strategies to enhance brand reputation based on current brand positions and market awareness</p> <p>Drive collaboration with Corporate Communications to strategise on mitigating external brand reputation risks</p> <p>Drive development of brand guidelines according to overall brand image and best practices</p> |
| | Develop marketing strategies | <p>Establish marketing strategies to ensure alignment with overall organisational strategy</p> <p>Guide the development of Key Performance Indicators (KPIs) based on marketing strategies</p> <p>Synthesise findings from industry landscape, digital marketing technologies and competitor product offerings to inform marketing strategies and collaborate with cross functional teams</p> <p>Endorse target profiles and personalised marketing and/or engagement strategies</p> <p>Lead development of omni-channel initiatives and facilitate collaboration with other functional tracks to obtain inputs</p> <p>Drive relationship building with vendors and creative agencies</p> |
| | Manage marketing channels | <p>Endorse approaches to enhance marketing channel performance based on marketing strategies</p> <p>Lead development of e-commerce strategies to increase revenue and engagement and collaborate with Trading and Sales teams</p> <p>Endorse marketing communication plans and content marketing initiatives across digital platforms</p> <p>Drive adoption of new digital marketing technologies into existing marketing processes</p> |
| | Manage marketing campaigns | <p>Drive collaboration with business functions to identify new products and develop marketing campaigns</p> <p>Lead development of marketing campaign themes, approaches and targets</p> <p>Endorse marketing campaign collaterals</p> <p>Endorse measures to improve future marketing campaigns based on feedback from business partners</p> |
| | Drive collaboration of human resource, technology, finance and continuous improvement initiatives | <p>Lead department's financial budgeting process to acquire funds for the operational activities</p> <p>Drive corporate governance measures</p> <p>Manage subordinates' professional and career development</p> |

| | |
|--|--|
| | Manage department's recruitment and retention efforts |
| | Lead technology application to improve productivity and innovation |
| | Develop revised workplace technology approach for productivity improvement and innovation |
| | Direct review and analysis of work outcomes to determine effectiveness of processes and procedures |
| | Formulate process solutions to innovate current work processes |

| Skills & Competencies | Technical Skills & Competencies | | Generic Skills & Competencies | |
|-----------------------------------|---------------------------------|----------------------|-------------------------------|----------|
| | Brand Portfolio Management | Level 5 | Decision Making | Advanced |
| Budgeting | Level 5 | Communication | Advanced | |
| Business Performance Management | Level 5 | Interpersonal Skills | Advanced | |
| Business Planning | Level 5 | Leadership | Advanced | |
| Business Presentation Delivery | Level 5 | Creative Thinking | Advanced | |
| Change Management | Level 5 | | | |
| Conflict Management | Level 5 | | | |
| Continuous Improvement Management | Level 5 | | | |
| Customer Acquisition Management | Level 5 | | | |
| Customer Experience Management | Level 5 | | | |
| Customer Relationship Management | Level 5 | | | |
| Data Analytics | Level 3 | | | |
| Data Mining and Modelling | Level 3 | | | |
| Digital Marketing | Level 5 | | | |
| E-Commerce Campaign Management | Level 5 | | | |
| Effectiveness Management | Level 5 | | | |
| Enterprise Risk Management | Level 5 | | | |
| Innovation Management | Level 5 | | | |
| Learning and Development | Level 5 | | | |
| Manpower Planning | Level 5 | | | |
| Market Profiling | Level 5 | | | |
| Market Research | Level 5 | | | |
| Marketing Campaign Management | Level 5 | | | |
| Networking | Level 5 | | | |
| Organisational Analysis | Level 5 | | | |
| Resource Management | Level 5 | | | |
| Service Excellence | Level 5 | | | |
| Social Media Management | Level 5 | | | |
| Solutions Design Thinking | Level 5 | | | |

| | | | | |
|--------------------------|---|---------|--|--|
| | Stakeholder Management | Level 5 | | |
| | Strategy Planning | Level 5 | | |
| | Systems Thinking Application | Level 5 | | |
| | Technology Integration | Level 4 | | |
| | Vendor Management | Level 5 | | |
| Programme Listing | For a list of Training Programmes available for the Wholesale Trade sector, please visit www.skillsfuture.sg/skills-framework/wholesaletrade | | | |

The information contained in this document serves as a guide.