

**SKILLS FRAMEWORK FOR WHOLESALE TRADE
SKILLS MAP – MARKETING MANAGER**

Sector	Wholesale Trade	
Track	Marketing, Business Development and Analysis	
Occupation	Marketing Manager	
Job Role	Marketing Manager	
Job Role Description	<p>The Marketing Manager manages execution of the organisation's branding and marketing efforts. This includes managing the organisation's brand image, digital marketing communications and promotional campaigns. He/She leverages market research on brand awareness, market trends and target buyer and seller landscapes to enhance promotion of the organisation's product and service offerings. In addition, he collaborates with regional teams to compare geographical trends and share ideas on various promotions and offerings. Analytical and innovative, he leverages data analytics to identify key market trends and develops successful digital marketing programmes and initiatives.</p> <p>He networks extensively outside of the office to stay in close contact with the key industry stakeholders, constantly on the lookout for new marketing opportunities.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Manage organisation and product branding	<p>Develop research parameters to identify market awareness, brand associations and public perceptions</p> <p>Develop branding implementation plans to align with branding strategies</p> <p>Manage actions in collaboration with Corporate Communications to mitigate external brand reputation risks</p> <p>Develop brand guidelines according to overall brand image and best practices</p> <p>Review brand consistency issues in collaterals across digital marketing platforms</p> <p>Manage organisation's social media platforms and review alignment of other digital marketing channels with branding strategies</p>
	Develop marketing strategies	<p>Develop marketing implementation plans in alignment with marketing strategies</p> <p>Develop Key Performance Indicators (KPIs) to monitor performance based on marketing implementation plans</p> <p>Develop findings from industry landscape, digital marketing technologies and competitor product offerings to inform marketing strategies</p> <p>Develop target profiles and personalised marketing and/or engagement strategies based on data-driven analysis</p> <p>Develop omni-channel initiatives to drive engagement with target profiles and improve customer experience</p> <p>Facilitate engagement sessions with vendors and creative agencies</p>
	Manage marketing channels	<p>Develop approaches to enhance marketing channel performance based on data analysis</p> <p>Develop e-commerce implementation plans to increase revenue and engagement based on platform performance analysis</p> <p>Develop marketing communication plans and content marketing initiatives across digital platforms</p> <p>Facilitate the adoption of new digital marketing technologies into existing marketing processes</p>
	Manage marketing campaigns	<p>Facilitate collaboration with business functions to identify new products and develop marketing campaigns</p> <p>Conceptualise marketing campaign themes, approaches and targets to support awareness of new products and promotions</p> <p>Review developed campaign collaterals to ensure alignment with marketing campaign themes</p> <p>Develop measures to improve future marketing campaigns based on identified areas of improvement</p>
	Drive collaboration of human resource, technology, finance and continuous	Propose department's financial budget for management approval

	improvement initiatives	Develop corporate governance measures
		Provide on-the-job training and performance evaluation to subordinates
		Implement department's recruitment and retention efforts
		Evaluate latest technology trends that can be leveraged to improve productivity and innovation
		Evaluate how workplace technology approach can be revised based on feedback
		Review outcomes using available records and information to determine effectiveness of work processes and procedures
		Review work processes improvement solutions to determine effectiveness

Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies	
	Brand Portfolio Management	Level 4	Communication	Advanced
Budgeting	Level 4	Creative Thinking	Intermediate	
Business Performance Management	Level 4	Leadership	Advanced	
Business Planning	Level 4	Interpersonal Skills	Advanced	
Business Presentation Delivery	Level 4	Decision Making	Intermediate	
Change Management	Level 4			
Conflict Management	Level 4			
Continuous Improvement Management	Level 4			
Customer Acquisition Management	Level 4			
Customer Experience Management	Level 4			
Customer Relationship Management	Level 4			
Data Analytics	Level 3			
Data Mining and Modelling	Level 3			
Digital Marketing	Level 4			
E-Commerce Campaign Management	Level 4			
Effectiveness Management	Level 4			
Enterprise Risk Management	Level 4			
Innovation Management	Level 4			
Learning and Development	Level 4			
Manpower Planning	Level 4			
Market Profiling	Level 4			
Market Research	Level 4			
Marketing Campaign Management	Level 4			
Networking	Level 4			
Organisational Analysis	Level 4			
Resource Management	Level 4			

	Service Excellence	Level 4		
	Social Media Management	Level 4		
	Solutions Design Thinking	Level 4		
	Stakeholder Management	Level 4		
	Strategy Planning	Level 4		
	Systems Thinking Application	Level 4		
	Technology Integration	Level 4		
	Vendor Management	Level 4		
	Website Design	Level 4		
	Website Performance Management	Level 4		
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.