

SKILLS FRAMEWORK FOR WHOLESale TRADE
 SKILLS MAP – MARKETING EXECUTIVE

Sector	Wholesale Trade	
Track	Marketing, Business Development and Analysis	
Occupation	Marketing Executive	
Job Role	Marketing Executive	
Job Role Description	<p>The Marketing Executive executes the organisation's branding and marketing efforts. He/She protects brand image by training key internal stakeholders on brand guidelines. He also executes marketing campaigns and digital marketing communications activities to promote the organisation's product and service offerings. Furthermore, he performs market research and data analytics on brand awareness, market trends and target buyer and seller landscapes to adjust marketing and communication plans. In addition, he communicates regularly with regional teams to obtain insights on various promotions and offerings execution approaches.</p> <p>Innovative and approachable, he develops relationships with advertising agencies, external suppliers and key industry stakeholders by attending networking events and staying informed with key trends in the industry.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Manage organisation and product branding	<p>Conduct research on brand awareness, associations and public perceptions</p> <p>Execute branding implementation plans to enhance brand reputation</p> <p>Collaborate with Corporate Communications at working-level to mitigate external brand reputation risks</p> <p>Coordinate communication of brand guidelines across internal stakeholders and monitor feedback</p> <p>Monitor development of collaterals across digital marketing platforms to ensure brand consistencies and identify inconsistencies</p> <p>Maintain organisation's social media platforms and digital marketing channels to align with branding strategies</p>
	Develop marketing strategies	<p>Monitor Key Performance Indicators (KPIs) throughout marketing implementation</p> <p>Analyse industry landscape, digital marketing technologies and competitor product offerings to inform marketing strategies</p> <p>Analyse buyer and seller demographic and customer touch point data to inform target profiling</p> <p>Execute omni-channel initiatives and provide data-driven feedback on performance of initiatives</p> <p>Manage working-level relationships with vendors and creative agencies</p>
	Manage marketing channels	<p>Execute marketing channel enhancements and analyse performance to support enhancement approaches</p> <p>Execute e-commerce implementation plans and analyse e-commerce platform performance to propose enhancements</p> <p>Execute marketing communication plans and content marketing initiatives across digital platforms</p> <p>Collaborate with internal stakeholders on a working-level to adopt new digital marketing technologies into existing marketing processes</p>
	Manage marketing campaigns	<p>Conduct working level engagements with business functions to identify new products and develop marketing campaigns</p> <p>Design marketing campaign themes to enhance engagements with new products and promotions</p> <p>Collaborate with agencies on a working-level to develop marketing campaign collaterals</p> <p>Analyse performance of marketing campaigns based on campaign targets to identify areas of improvement</p>
	Support application initiatives	<p>Facilitate the use of technologies, electronic tools and devices</p> <p>Contribute in key activities and milestones in technology implementation projects</p>

Provide assistance in ongoing records and information review to determine effectiveness of work processes and procedures

Plan continuous work improvement activities and performance improvement strategies

	Technical Skills & Competencies		Generic Skills & Competencies	
	Brand Portfolio Management	Level 3	Teamwork	Intermediate
Business Performance Management	Level 3	Communication	Intermediate	
Business Planning	Level 3	Interpersonal Skills	Intermediate	
Business Presentation Delivery	Level 3	Creative Thinking	Intermediate	
Change Management	Level 3	Digital Literacy	Advanced	
Conflict Management	Level 3			
Continuous Improvement Management	Level 3			
Customer Acquisition Management	Level 3			
Customer Experience Management	Level 3			
Customer Relationship Management	Level 3			
Data Analytics	Level 2			
Data Mining and Modelling	Level 2			
Digital Marketing	Level 3			
E-Commerce Campaign Management	Level 3			
Effectiveness Management	Level 3			
Innovation Management	Level 3			
Learning and Development	Level 3			
Market Profiling	Level 3			
Market Research	Level 3			
Marketing Campaign Management	Level 3			
Networking	Level 3			
Resource Management	Level 3			
Service Excellence	Level 3			
Social Media Management	Level 3			
Solutions Design Thinking	Level 3			
Stakeholder Management	Level 3			
Systems Thinking Application	Level 3			
Technology Integration	Level 3			
Vendor Management	Level 3			
Website Design	Level 3			
Website Performance Management	Level 3			
Programme Listing	For a list of Training Programmes available for the Wholesale Trade sector, please visit www.skillsfuture.sg/skills-framework/wholesaletrade			