

**SKILLS FRAMEWORK FOR WHOLESale TRADE
SKILLS MAP – MARKETING ASSISTANT/MARKETING COORDINATOR**

Sector	Wholesale Trade			
Track	Marketing, Business Development and Analysis			
Occupation	Marketing Executive			
Job Role	Marketing Assistant/Marketing Coordinator			
Job Role Description	<p>The Marketing Assistant/Marketing Coordinator assists in the execution of the organisation's branding and digital marketing efforts. He/She protects the brand image by working across businesses to ensure organisational adherence to brand guidelines. He also supports promotional campaigns and marketing communication activities. He assists in market research and data analysis through preparation and collation of data.</p> <p>Driven and resourceful, he works closely with team members to support timely delivery of marketing and communication activities.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks		
	Manage organisation and product branding	Consolidate information to support research on brand awareness, associations and public perceptions		
		Support branding implementation plans and provide input for improvements		
		Support communication of brand guidelines and collect feedback		
		Assist in monitoring development of collaterals across digital platforms to ensure brand consistencies		
		Assist in keeping organisation's social media and digital marketing channel content updated and aligned with brand guidelines		
	Develop marketing strategies	Support the production of research reports on industry landscape, digital marketing technologies and competitor product offerings		
		Consolidate buyer and seller demographic and customer touch point data to support target profiling		
		Support omni-channel initiatives and provide data-driven feedback on performance of initiatives		
	Manage marketing channels	Support execution of marketing channel enhancements and consolidate performance data		
		Support e-commerce implementation plans and generate reports on e-commerce platform performance		
		Support marketing communication plans and content marketing initiatives across digital platforms		
		Support internal stakeholder engagement to adopt new digital marketing technologies		
	Manage marketing campaigns	Support design of marketing campaign theme		
		Support development of marketing campaign collaterals		
		Consolidate performance data of marketing campaigns		
Support application initiatives	Operate new technologies, electronic tools and devices			
	Apply latest technology implementation to improve operations in own work areas			
	Provide assistance in ongoing records and information review to determine effectiveness of work processes and procedures			
	Support continuous work improvement activities and performance improvement strategies			
Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies	
	Brand Portfolio Management	Level 2	Teamwork	Intermediate
	Conflict Management	Level 2	Communication	Intermediate
	Continuous Improvement Management	Level 2	Interpersonal Skills	Basic

	Customer Experience Management	Level 2	Digital Literacy	Intermediate
	Customer Relationship Management	Level 2	Creative Thinking	Basic
	Data Mining and Modelling	Level 2		
	Digital Marketing	Level 2		
	E-Commerce Campaign Management	Level 2		
	Learning and Development	Level 2		
	Market Profiling	Level 2		
	Market Research	Level 2		
	Marketing Campaign Management	Level 2		
	Resource Management	Level 2		
	Service Excellence	Level 2		
	Social Media Management	Level 2		
	Stakeholder Management	Level 2		
	Systems Thinking Application	Level 2		
	Technology Integration	Level 2		
	Website Design	Level 2		
	Website Performance Management	Level 2		
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.