

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLS MAP - DIRECTOR OF MARKETING COMMUNICATIONS/DIRECTOR OF PUBLIC RELATIONS/ ASSISTANT DIRECTOR OF MARKETING COMMUNICATIONS/ASSISTANT DIRECTOR OF PUBLIC RELATIONS		
Sector	Hotel and Accommodation Services	
Track	Sales and Marketing	
Sub-Track	Marketing Communications	
Occupation	Marketing Professional	
Job Role	Director of Marketing Communications/Director of Public Relations/ Assistant Director of Marketing Communications/Assistant Director of Public Relations	
Job Role Description	<p>The Director of Marketing Communications/Director of Public Relations/Assistant Director of Marketing Communications/Assistant Director of Public Relations oversees the planning, development and implementation of all marketing and public relations activities. He/She leads brand management to enhance the property's brand equity and directs market research and analyses, market positioning and marketing channels evaluation to support marketing strategies formulation with key stakeholders.</p> <p>He works with the team and/or external agencies to develop marketing themes and conceptualise marketing campaigns. He also oversees the editorial direction, design and production of all marketing publications, in print and online while leading the evaluation of marketing campaigns and the enhancement of customer engagement and experience to improve marketing effectiveness. He is responsible for managing media interests in the property and leads the formulation of replies to media queries and social media comments. His management role includes leading the department's budgeting processes, overseeing budget utilisation, reviewing new technology applications for customer engagement as well as managing staff professional and career development.</p> <p>Creative, innovative and forward-thinking, he keeps abreast of the market trends and major events and activities. He operates in a rapidly transforming environment and functions through his understanding of guest and/or customer preferences, market trends and major events and activities to promote the property.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Manage brand equity	Guide market research to identify market awareness and brand association Lead development of strategies to enhance brand reputation and achieve positive brand equity Lead development of brand guidelines according to overall brand image Evaluate communication plans for brand guidelines Review reputation risk exposure across business units to minimise business impact
	Develop marketing strategies	Guide market research and analyses to identify marketing opportunities and strategies Drive market positioning strategies for the identified market segments Evaluate marketing channels to reach target customer and market segments Lead review of website and social media data to increase e-commerce traffic and brand's presence Lead the formulation of data-driven commercial insights to support the development of marketing plans Lead collaboration with key stakeholders to develop marketing strategies and plans
	Manage marketing campaigns and events	Develop marketing themes through collaboration with internal stakeholders Lead conceptualisation of marketing campaigns across traditional, digital and social media platforms Review marketing campaign plans for alignment with brand and marketing strategies Guide development and production of all marketing communications publications and collaterals Review quality of marketing collaterals and paraphernalia Lead enhancement of customer engagement and experience across traditional, digital and social media platforms and customer touch points Lead evaluation of marketing campaigns performance for improvement Manage working relationships with vendors and creative agencies
	Manage marketing communications and public relations	Formulate objectives and lead the development of communication plans Develop customer engagement strategies via social media and digital platforms Cultivate positive media relationships to promote and protect property's brand and image Lead formulation of replies to media queries Guide formulation of responses to address negative or controversial comments in the social media
	Manage human resources, finance, report management and continuous improvement	Present marketing reports and recommendations for management updates and decision-making

