

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLSMAP-MARKETING COMMUNICATIONS MANAGER/DIGITAL MARKETING MANAGER/PUBLIC RELATIONS MANAGER/ ASSISTANT MARKETING COMMUNICATIONS MANAGER/ASSISTANT DIGITAL MARKETING MANAGER/ ASSISTANT PUBLIC RELATIONS MANAGER		
<b>Sector</b>	Hotel and Accommodation Services	
<b>Track</b>	Sales and Marketing	
<b>Sub-Track</b>	Marketing Communications	
<b>Occupation</b>	Marketing Professional	
<b>Job Role</b>	<b>Marketing Communications Manager/Digital Marketing Manager/Public Relations Manager/            Assistant Marketing Communications Manager/Assistant Digital Marketing Manager/Assistant Public Relations Manager</b>	
<b>Job Role Description</b>	<p>The Marketing Communications Manager/Digital Marketing Manager/Public Relations Manager/Assistant Marketing Communications Manager/Assistant Digital Marketing Manager/Assistant Public Relations Manager manages the execution of the organisation's branding and marketing efforts across traditional and new media platforms to create positive customer engagement. He/She enhances the property's brand reputation and brand image consistency across all marketing channels and liaises with key stakeholders to develop marketing strategies and plans, leveraging on market research and analyses to identify marketing opportunities, target markets and marketing channels.</p> <p>He plans marketing campaigns and manages the execution of marketing and media-related activities and events. His responsibilities include developing campaign design concepts and ideas, marketing collaterals as well as measures to engage customers. He manages public communications as well, monitoring and responding to online comments, developing press releases and media kits and drafting responses to media queries. His role at the management level includes guiding staff in work performance, managing department budget forecast and utilisation and evaluating new technology applications to engage customers.</p> <p>Resourceful and innovative, he leverages on data analytics and other forms of business intelligence to identify guest and/or customer trends, market trends and major events and activities to develop successful marketing, digital marketing and/or public relations programmes and initiatives. He works in a fast-paced and dynamic environment where he is able to lead the development of appealing marketing and digital concepts to promote the property.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Manage brand equity	Develop market research parameters to identify market awareness and brand association
		Develop strategies to enhance brand reputation and achieve positive brand equity
		Develop communication plans for brand guidelines
		Manage the design and performance of organisation's website and digital and social media platforms to ensure brand consistency
		Manage actions to mitigate reputation risk exposure based on business impact analyses
	Develop marketing strategies	Develop market research plans and review research findings to support the development of marketing strategies and plans
		Review potential target markets for market segmentation
		Propose marketing channels to reach target customers and market segments
		Develop strategies to utilise website, and digital and social media platforms for marketing and public relations and to increase e-commerce traffic and brand's presence
		Formulate data-driven commercial insights to support the development of marketing plans
		Liaise with key stakeholders to develop marketing strategies and plans
	Manage marketing campaigns and events	Develop design concepts and ideas for marketing campaigns across traditional, digital and social media platforms
		Develop marketing campaign plans that are aligned with brand and marketing strategies
		Conceptualise marketing collaterals according to marketing themes and review editorial content, design layout and printing specifications for production
		Monitor production and distribution of marketing collaterals and paraphernalia
		Manage execution of marketing campaigns and media-related activities and events
		Develop measures to enhance customer experience across traditional, digital and social media platforms and customer touch points
Develop measures to improve future marketing campaigns based on identified areas of improvement		
Manage performance of vendors and creative agencies to ensure product and/or service delivery		
Manage marketing communications and public relations	Evaluate media and market findings to develop communication plans	
	Implement customer engagement strategies via social media and digital platforms	
	Review press releases and media kits for distribution to targeted media partners	
	Draft replies and talking points for media queries	
	Manage social media platforms to respond to negative or controversial comments	

	Manage human resources, finance, report management and continuous improvement	Review marketing reports to monitor and report marketing achievements				
		Support budget forecasting processes for the department				
		Manage financial budgets in accordance with departmental work plans				
		Evaluate new technology applications to spur innovation in customer engagement and experience				
		Provide coaching and guidance to improve staff work performance				
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>			
	Brand Management	Level 4	Communication	Advanced		
	Budgeting	Level 3	Problem Solving	Advanced		
	Business Negotiation	Level 4	Interpersonal Skills	Advanced		
	Business Presentation Delivery	Level 4	Sense-Making	Advanced		
	Customer Behaviour Analysis	Level 4	Decision Making	Advanced		
	Data Analytics	Level 4				
	Digital Marketing	Level 4				
	Events Planning and Management	Level 4				
	Market Profiling	Level 4				
	Market Research	Level 4				
	Market Trend Analysis	Level 4				
	Marketing Campaign Management	Level 4				
	Marketing Communications Plan Development	Level 4				
	Media Strategy Development	Level 4				
	People Development	Level 4				
	Public Relations Management	Level 4				
	Service Brand	Level 4				
	Social Media Marketing	Level 4				
	Staff Management	Level 4				
	Technology Adoption and Innovation	Level 4				
Vendor Management	Level 4					
Website Design	Level 4					
<b>Programme Listing</b>	For a list of Training Programmes available for the Hotel and Accommodation Services sector, please visit <a href="http://www.skillsfuture.sg/skills-framework/has">www.skillsfuture.sg/skills-framework/has</a>					

The information contained in this document serves as a guide.