

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES				
SKILLS MAP - MARKETING COMMUNICATIONS OFFICER/DIGITAL MARKETING OFFICER/SALES AND MARKETING OFFICER				
Sector	Hotel and Accommodation Services			
Track	Sales and Marketing			
Sub-Track	Marketing Communications			
Occupation	Marketing Professional			
Job Role	Marketing Communications Officer/Digital Marketing Officer/Sales and Marketing Officer			
Job Role Description	<p>The Marketing Communications Officer/Digital Marketing Officer/Sales and Marketing Officer supports the development and implementation of marketing plans to increase property brand awareness, and works closely across all departments for planned promotions and activities. He/She ensures brand guidelines are being adhered to in all marketing channels to maintain the property's brand image and conducts research on brand awareness, market trends and consumer landscape to support the development of branding and marketing strategies. He also tracks data on performance of marketing campaigns and marketing channels.</p> <p>His responsibilities include assisting in the production of marketing content and collaterals, collating information for press releases and media kits as well as coordinating logistics for marketing and media-related activities and events. He is also required to coordinate engagements with vendors and creative agencies to liaise on project requirements and deliverables. He undertakes administrative duties to support the department, including maintaining contact databases, administering inventory control of marketing materials and collaterals and maintaining records of departmental spending and budget utilisation for periodic reviews.</p> <p>Meticulous and resourceful, he is able to work independently and in a team. He possesses good organisation and interpersonal skills and is able to communicate effectively at all levels. He works in a fast-paced environment, and at times, may be required to work irregular hours to support the execution of events and activities.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks		
	Develop marketing strategies	Conduct market research on brand awareness and association		
		Conduct research on market trends and customer profiles and behaviours		
		Collate data on the performance of marketing channels		
		Track activities and generate reports on website traffic, e-commerce data, and digital and social media platforms		
	Manage marketing campaigns and events	Assist to produce marketing content for traditional, digital and social media platforms according to design concepts and ideas		
		Assist in conducting pre-campaign testing for campaign effectiveness evaluation		
		Collate content for the development of collaterals		
		Coordinate the distribution of marketing collaterals and paraphernalia		
		Assist in coordinating logistics for marketing campaigns and media-related activities and events		
		Track customer experience across traditional, digital and social media platforms and customer touch points		
		Track performance of marketing campaigns across traditional, digital and social media platforms and achievement of key performance indicators		
	Manage marketing communications and public relations	Monitor media and market data to identify media options and target audiences for communication		
		Assist in the coordination of customer engagement efforts via digital and social media platforms		
		Collate information needed for press release and media kits		
		Track social media for trends in user opinions		
Manage human resources, finance, report management and continuous improvement	Generate marketing reports for management reporting			
	Maintain contact databases			
	Administer inventory control of marketing collaterals and paraphernalia			
	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Asset and Inventory Management	Level 2	Communication	Intermediate
	Collateral Production	Level 1	Interpersonal Skills	Basic
	Customer Behaviour Analysis	Level 2	Problem Solving	Basic
	Data Analytics	Level 2	Digital Literacy	Basic
	Digital Marketing	Level 2	Managing Diversity	Basic
	Events Planning and Management	Level 2		
	Market Profiling	Level 2		

Skills and Competencies	Market Research	Level 2	
	Market Trend Analysis	Level 2	
	Marketing Campaign Management	Level 2	
	Marketing Communications Plan Development	Level 2	
	Media Strategy Development	Level 2	
	Public Relations Management	Level 2	
	Report Writing	Level 1, Level 2	
	Social Media Marketing	Level 2	
	Website Design	Level 2	
Programme Listing	For a list of Training Programmes available for the Hotel and Accommodation Services sector, please visit www.skillsfuture.sg/skills-framework/has		

The information contained in this document serves as a guide.