

**SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - ASSISTANT MARKETING EXECUTIVE**

Sector	Tourism	
Sub-Sector	Attractions/Meetings, Incentives, Conferences and Exhibitions/Tour and Travel Services	
Track	Business Development, Sales, Sponsorships and Marketing	
Occupation	Marketing Executive	
Job Role	Assistant Marketing Executive	
Job Role Description	<p>The Assistant Marketing Executive assists in the execution of the organisation's branding and marketing efforts. He/She protects the brand image by ensuring organisational adherence to brand guidelines. He also supports promotional campaigns and marketing communication activities. Through the preparation and collation of data, he assists in market research and data analysis on brand awareness, market trends and target consumer landscape.</p> <p>Driven and resourceful, he works closely with team members to execute and adjust marketing and communication activities through timely follow-up of information.</p> <p>He is frequently in contact with advertising agencies and external suppliers. He also networks extensively outside of the office to stay in close contact with key industry stakeholders.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Manage organisation's brand	Conduct market research on brand awareness and association
		Collaborate with internal stakeholders to ensure adherence to brand guidelines
		Assist in developing collaterals that are consistent with brand across platforms
		Assist in keeping organisation's website updated and aligned with brand guidelines
		Monitor reputation risk exposure across business units
	Develop marketing strategies	Conduct research on market and industry trends affecting the marketplace
		Collate data on the performance of marketing channels
		Generate reports on website traffic and e-commerce data
	Manage marketing campaigns	Produce basic marketing materials for different platforms according to design concepts and ideas
		Track customer experience across traditional, digital and social media platforms and customer touch points
		Assist in developing collaterals that are aligned with events' themes
		Track performance of marketing campaigns and achievement of key performance indicators
	Manage marketing communications	Monitor media and market data to identify target audience for public communications
		Assist in coordination of customer engagement efforts via social media and digital platforms
		Maintain contact databases
		Coordinate information needed for press releases and media kits
		Assist in coordinating engagements with vendors and creative agencies
	Support human resource, technology and/or finance operations	Maintain records of departmental spending and budget utilisation for periodic reviews
		Assist in research on market trends in relevant technology applications to improve productivity and innovation
Provide feedback on usage of workplace technology		

	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
		Brand Campaign Management	Level 2	Communication
	Brand Guideline Development	Level 2	Teamwork	Basic
	Brand Portfolio Management	Level 2	Digital Literacy	Basic
	Budgeting	Level 2	Interpersonal Skills	Basic
	Content Writing and Editing	Level 2	Computational Thinking	Basic
Skills and Competencies	Data Mining and Modelling	Level 2		
	Design Concepts Generation	Level 2		
	Digital Marketing	Level 2		
	E-Commerce Campaign Management	Level 2		
	Infographics and Data Visualisation	Level 2		
	Market Research	Level 2		
	Marketing Campaign Management	Level 2		
	Marketing Communications Plan Development	Level 2		
	Media Platforms Management	Level 2		
	Media Strategy Development	Level 2		
	Social Media Management	Level 2		
	Stakeholder Management	Level 2		
	Strategy Implementation	Level 2		
	Technology Application	Level 2		
	Technology Scanning	Level 2		
	Tourism and Economic Development	Level 2		
	Visual Collaterals Production	Level 2		
	Website Design	Level 2		
	Website Performance Management	Level 2		
	Programme Listing	For a list of Training Programmes available for the Tourism sector, please visit www.skillsfuture.sg/skills-framework/tourism		

The information contained in this document serves as a guide.