

## SKILLS FRAMEWORK FOR TOURISM SKILLS MAP - MARKETING EXECUTIVE

<b>Sector</b>	Tourism	
<b>Sub-Sector</b>	Attractions/Meetings, Incentives, Conferences and Exhibitions/Tour and Travel Services	
<b>Track</b>	Business Development, Sales, Sponsorships and Marketing	
<b>Occupation</b>	Marketing Professional	
<b>Job Role</b>	<b>Marketing Executive</b>	
<b>Job Role Description</b>	<p>The Marketing Executive executes the organisation's branding and marketing efforts. He/She protects brand image by training key internal stakeholders on brand guidelines. He also executes marketing campaigns and marketing communication activities to promote the organisation's product and service offerings. He performs market research and data analytics on brand awareness, market trends and target consumer landscape.</p> <p>Innovative and resourceful, he keeps informed of the company product and service offerings, market trends and industry events and activities. He leverages such knowledge to adjust and execute the marketing and communication plans.</p> <p>He commutes frequently to maintain relationships with advertising agencies and external suppliers. He also networks extensively outside of the office to stay in close contact with key industry stakeholders.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Manage organisation's brand	Analyse market research on brand awareness and association
		Support development of brand guidelines according to overall brand image
		Conduct training to internal stakeholders on brand guidelines
		Develop collaterals that are consistent with brand
		Maintain organisation's website performance and adherence to brand guidelines
		Perform analysis of reputation risk to determine business impact to organisation
	Develop marketing strategies	Analyse how market and industry trends can be leveraged to promote product and service offerings to target customers
		Perform data analysis on the performance of marketing channels
		Analyse website traffic and e-commerce data to identify trends and patterns
	Manage marketing campaigns	Design marketing materials for traditional, digital and social media campaigns according to design concepts and ideas
		Execute measures to enhance customer experience across traditional, digital and social media platforms and customer touch points
		Develop collaterals that are aligned to events' themes
		Analyse performance of marketing campaigns and achievement of key performance indicators to identify areas of improvement
	Manage marketing communications	Analyse media and market data to identify key target audience for public communications
		Coordinate customer engagement efforts via social media and digital platforms
		Categorise contact databases according to target market segments
		Develop press releases and media kits for distribution to targeted media partners
		Coordinate engagements with vendors and creative agencies
	Support human resource, technology and/or finance operations	Report budget utilisation and spending

		Conduct research on market trends in relevant technology applications to improve productivity and innovation		
		Provide feedback on usage of workplace technology		
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Brand Campaign Management	Level 3	Communication	Intermediate
	Brand Guideline Development	Level 3	Creative Thinking	Intermediate
	Brand Portfolio Management	Level 3	Digital Literacy	Intermediate
	Budgeting	Level 3	Teamwork	Advanced
	Content Writing and Editing	Level 3	Interpersonal Skills	Intermediate
	Data Mining and Modelling	Level 3		
	Design Concepts Generation	Level 3		
	Digital Marketing	Level 3		
	E-Commerce Campaign Management	Level 3		
	Infographics and Data Visualisation	Level 3		
	Market Research	Level 3		
	Marketing Campaign Management	Level 3		
	Marketing Communications Plan Development	Level 3		
	Media Platforms Management	Level 3		
	Media Strategy Development	Level 3		
	Social Media Management	Level 3		
	Stakeholder Management	Level 3		
	Strategy Implementation	Level 3		
	Technology Application	Level 3		
	Technology Scanning	Level 3		
Tourism and Economic Development	Level 3			
Visual Collaterals Production	Level 3			
Website Design	Level 3			
Website Performance Management	Level 3			
<b>Programme Listing</b>	For a list of Training Programmes available for the Tourism sector, please visit <a href="http://www.skillsfuture.sg/skills-framework/tourism">www.skillsfuture.sg/skills-framework/tourism</a>			

The information contained in this document serves as a guide.