

**SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - MARKETING MANAGER**

Sector	Tourism	
Sub-Sector	Attractions/Meetings, Incentives, Conferences and Exhibitions/Tour and Travel Services	
Track	Business Development, Sales, Sponsorships and Marketing	
Occupation	Marketing Professional	
Job Role	Marketing Manager	
Job Role Description	<p>The Marketing Manager manages the execution of the organisation's branding and marketing efforts. This includes managing the organisation's brand image, marketing communications and promotional campaigns. He/She guides market research on brand awareness, market trends and target consumer landscape. He develops measures to leverage market research to enhance promotion of the organisation's product and service offerings.</p> <p>Innovative and resourceful, he leverages data analytics and other forms of business intelligence to identify key market trends and major industry events and activities. He leverages on these information to develop successful marketing programmes and initiatives. He serves as a mentor to direct reports and provides tactical guidance on how to execute the marketing campaigns and programmes.</p> <p>He commutes frequently to identify and develop key marketing opportunities, and 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	Develop research parameters to identify market awareness and brand association
		Develop strategies to enhance brand reputation based on current brand position and market awareness
		Develop brand guidelines according to overall brand image
		Develop communication plans for brand guidelines
		Ensure brand consistency in collaterals across platforms
		Manage organisation's website design and performance
		Manage actions to mitigate reputation risk exposure based on business impact analysis
	Develop marketing strategies	Develop measures to leverage market and industry trends to promote product and service offerings to target customers
		Propose marketing channels according to target customers and market segments based on data analysis
		Develop measures to increase e-commerce traffic and presence based on analysis of website trends and patterns
		Formulate data-driven commercial insights and strategies to acquire and retain target customers
		Liaise with key internal stakeholders to develop marketing strategies
	Manage marketing campaigns	Develop marketing campaigns that are aligned with brand and marketing strategies
		Communicate marketing campaign key performance indicators and targets
		Develop design concepts and ideas for marketing campaigns across traditional, digital and social media platforms
		Develop measures to enhance customer experience across traditional, digital and social media platforms and customer touch points
		Conceptualise collaterals on the ground according to events' themes
		Develop measures to improve future marketing campaigns based on identified areas of improvement
	Manage marketing communications	Develop public communications with target audience

		Implement customer engagement strategies via social media and digital platforms			
		Manage contact database categorisation			
		Review press releases and media kits for distribution to targeted media partners			
		Manage relationships with vendors and creative agencies			
	Support human resource, technology and/or finance operations	Propose department's financial budgets for management approval			
		Manage financial budgets in accordance with departmental work plans			
		Develop corporate governance measures			
		Provide on-the-job training to subordinates			
		Implement department's recruitment and retention efforts			
		Evaluate how latest technology trends can be leveraged to spur innovation in product and customer brand experience			
		Evaluate how current workplace technology approaches can be improved to raise productivity			
	Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
		Brand Campaign Management	Level 4	Creative Thinking	Advanced
Brand Guideline Development		Level 4	Communication	Advanced	
Brand Portfolio Management		Level 4	Developing People	Intermediate	
Budgeting		Level 4	Digital Literacy	Advanced	
Business Data Analysis		Level 4	Global Mindset	Advanced	
Business Performance Management		Level 4			
Content Writing and Editing		Level 4			
Corporate Governance		Level 4			
Data Mining and Modelling		Level 4			
Design Concepts Generation		Level 4			
Digital Marketing		Level 4			
E-Commerce Campaign Management		Level 4			
Infographics and Data Visualisation		Level 4			
Learning and Development		Level 4			
Market Research		Level 4			
Marketing Campaign Management		Level 4			
Marketing Communications Plan Development		Level 4			
Media Platforms Management		Level 4			
Media Strategy Development		Level 4			

	Organisational Vision, Mission and Values Formulation	Level 4	
	Social Media Management	Level 4	
	Stakeholder Management	Level 4	
	Strategy Implementation	Level 4	
	Strategy Planning	Level 4	
	Succession Planning	Level 4	
	Technology Application	Level 4	
	Technology Scanning	Level 4	
	Tourism and Economic Development	Level 4	
	Visual Collaterals Production	Level 4	
	Website Design	Level 4	
	Website Performance Management	Level 4	
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.