



**Subsector:** Enterprise

**Job Family:** Marketing

**Impact Level**

Today, this role is responsible for the realisation of business strategies by driving marketing and branding programmes, communication plans, and generating data-driven commercial insights.

Medium Impact

## Consolidated Activities

	Today	Future
<b>Marketing Strategy Development</b>	Execution requires human judgment and strategic planning. In addition, deep product knowledge and business acumen is important in helping job holders devise marketing plans that will attract customers, and are in line with the firm's branding.	Advanced Analytics can yield better customer insights leading to improved marketing strategies. Human judgment will still be needed to decide what data is actionable and how to best align strategies with the firm's ultimate objectives.
<b>Campaign Development and Execution</b>	Tasks are administrative in nature. Execution involves close partnership with multiple business stakeholders.	Advanced Analytics, coupled with usage of digital tools, will help to track the performance of campaigns and provide metrics to determine if any actions are needed to improve campaign performance.
<b>Internal and External Communications</b>	Execution requires excellent "people" skills – such as stakeholder engagement and conflict management to ensure smooth coordination of communications.	Digital platforms will facilitate the dissemination of communication. Human intervention will remain critical in managing an effective working relationships with different stakeholders.

In the next

**3-5** years ...

This role will continue to be responsible for the ideation, creation and execution of strategic marketing campaigns. Advanced Analytics will be incorporated to improve marketing campaigns approaches. With the rise of digital platforms, this role will likely transform to be more similar to a Digital Marketer.

### Skills Differentiators:

- ▶ **Data Interpretation and Analysis:** The job holder will use data driven insights to supplement generation of new ideas and create captivating content.
- ▶ **Targeted Technical Sales:** Due to increased efficiency, improved understanding of customer preferences, and speed of campaign development, more marketing communications can be circulated to support the product and sales value-chain and the function will be more closely linked to sales roles.
- ▶ **Product Awareness:** The job holder will possess in-depth understanding of the product portfolio in order to develop a robust marketing campaigns.
- ▶ **Customer Mindset:** The job holder will possess in-depth understanding of client's needs and incorporate valuable insights into marketing related activities.
- ▶ **Advanced Digital Acumen/Literacy:** The job holder will upskill to be proficient in using advanced digital tools and gain a strong understanding on how different solutions and its features can be leveraged to support marketing efforts.

