







Trends impacting this role

 Competitive Landscape	 Guest Preferences		
 Data Analytics	 Robotics & Automation		

In the next **1 - 3 years...**

HIGH degree of change in tasks

The job will potentially require
EXTENSIVE JOB REDESIGN

Job role will likely be enlarged, reconfigured or enriched. As such, there will be a need to reskill job holders with new skills to maintain their employability.

Responsibilities of the role today

The Marketing Communications Executive / Public Relations Executive provides **advertising, promotions and public relations support for various portfolios in the property**. He/She supports the compliance of corporate brand guidelines across marketing channels and departments, **conducts market profiling and analyses market findings** and marketing channels to support marketing strategies formulation. He **designs marketing content, develops collaterals** for marketing campaigns, executes marketing and media-related activities and events, and analyses the performance of marketing campaigns. He is also responsible for **coordinating customer engagement efforts** and **executing measures to enhance customer experience** across marketing platforms.

Responsibilities of the role in the future

Moving forward, the job holder will continue to support advertising, promotions and public relations for various portfolios in the property. Technology **will automate routine tasks** such as the **generation of reports**, freeing up the job holder to focus on proposing **data-backed recommendations to improve marketing plans**. The job holder must be adept at **interpreting data to develop brand image strategies** and recommendations and **analyse the performance of marketing channels**. In addition, the job holder will also need to **acquire competencies** in the area of **digital marketing, marketing and data analytics** in order to succeed in his or her role.

Critical Work Function

Job tasks today

Job tasks within the next 3 years

Manage brand equity

Analyse market research findings on brand awareness and association and support the development of brand guidelines

- **Data analytics and visualisation tools analyse market research findings and provide insights brand awareness and association**, allowing the job holder to make informed decisions in developing targeted strategies to improve brand awareness and association.
- Support the development of brand guidelines according to overall brand image.

Develop marketing strategies

Analyse market research findings to support the development of marketing strategies and plans and perform analyses of reputation risk to determine business impact to organisation

- **Data analytics and visualisation tools analyse market research findings and provide insights to support the development of marketing strategies and plans.**
- **Cloud-based online reputation management system** provides **automatic real-time reporting of reputation monitoring** to identify potential threats, allowing the job holder to develop mitigation plans to counter potential risks.

Conduct market profiling to identify potential market segments and perform data analyses on the performance of marketing channels to support the development of marketing plans

- **Marketing analytics and visualisation tools** support the **analysis of market profiling**, allowing the job holder to better identify potential market segments to drive revenue.
- **Marketing analytics and visualisation tools** provide **insights on the performance of marketing channels**, allowing the job holder to focus on making sense of prevalent trends and market movements to recommend solutions to improve performance.



Critical Work Function	Job tasks today	Job tasks within the next 3 years
Manage marketing campaigns and events	Design marketing content for traditional, digital and social media campaigns, execute production and distribution of marketing collaterals to enhance customer experience	<ul style="list-style-type: none"> Design marketing content for traditional, digital and social media campaigns, execute production and distribution of marketing collaterals to enhance customer experience.
	Analyse performance of marketing campaigns and achievement of key performance indicators, and gather data to generate commercial insights to identify areas of improvement and support the development of marketing plans	<ul style="list-style-type: none"> Robotic Process Automation (RPA) support the collation of data from various channels. Data analytics and visualisation tools will provide insights on marketing trends and business growth, allowing the job holder to propose recommendations to the development of marketing plans. Marketing analytics and visualisation tools support the analysis of marketing campaign performance against key performance indicators, allowing job holders to better identify areas of improvement.
Manage marketing communications and public relations	Analyse media and market data to identify appropriate media options and key target audience, develop press releases and media kits and coordinate and collate responses for media queries	<ul style="list-style-type: none"> Data analytics and visualisation tools will provide real-time visibility and insights through data from website traffic, e-commerce and social media platforms, allowing the job holder to optimise marketing objectives. Develop press releases and media kits for distribution to targeted media partners. Coordinate and collate responses for media queries.
	Coordinate customer engagement efforts via digital and social media platforms, monitor user opinions and follow up with appropriate actions	<ul style="list-style-type: none"> Coordinate customer engagement efforts via digital and social media platforms. Human intervention is required for people and stakeholder management. Marketing analytics and visualisation tools track social media platforms for user opinions, freeing up the job holder to develop appropriate responses and actions for complex and escalated issues.
Manage human resources, finance, report management and continuous improvement	Prepare marketing reports for tracking and analyses and categorise contact databases according to target market segments	<ul style="list-style-type: none"> Robotic Process Automation (RPA) automates the generation of standard marketing reports, allowing the job holder to make recommendations. Some human judgement may still be required for oversight and managing quality of output. Robotic Process Automation (RPA) automates the categorisation of contact databases according to target market segments. Some human judgement may still be required for oversight and managing quality of output.
	Report budget utilisation and spending	<ul style="list-style-type: none"> Robotic Process Automation (RPA) automates the tracking of budget utilisation and spending, allowing the job holder to make recommendations on cost-saving measures. Some human judgement may still be required for oversight and managing quality of output.

Redesign possibilities

Horizontal stacking

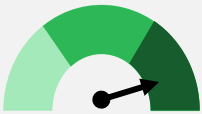
- Stacked with *Marketing Communications Officer / Sales and Marketing Officer* and enlarged to become **Marketing Communications / Sales and Marketing Specialist**.



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In addition to the Skills and Competencies identified in the [Skills Framework for Hotel and Accommodation Services](#), the following additional TSCs and CCSs have been identified as relevant for the job role going forward:

Additional Technical Skills and Competencies (TSCs)		
Business Environment Analysis*	Consumer Intelligence Analysis*	Website Performance Management*

Additional Critical Core Skills (CCSs)		
Adaptability	Creative Thinking	Learning Agility
Self Management	Transdisciplinary Thinking	

- Skills denoted by an asterisk (*) are not available in Skills Framework (SFw) for Hotel and Accommodation Services (HAS) but available in other SFw.