








Trends impacting this role

 Competitive Landscape	 Guest Preferences		
 Data Analytics	 Enterprise Systems	 Robotics & Automation	

In the next **1 - 3 years...**Responsibilities of the role today

The Marketing Communications Manager / Public Relations Manager / Assistant Marketing Communications Manager / Assistant Public Relations Manager **manages the execution** of the organisation's **branding and marketing efforts** across **traditional and new media platforms** to create **positive customer engagement**. He/She enhances the **property's brand reputation** and **brand image consistency** across all marketing channels and liaises with key stakeholders to develop marketing strategies and plans, leveraging on market research and analyses to **identify marketing opportunities, target markets and marketing channels**.

Responsibilities of the role in the future

Moving forward, the job holder will still be required to manage the execution of the organisation's branding and marketing efforts across platforms to enhance brand image and create positive customer engagement. **Data analytics capabilities** will be necessary for the job holder to **interpret data** and **design effective marketing campaigns** to **better engage customers across different platforms**. While technologies may inform decision-making, **technical expertise** and **business acumen** remain critical to this role. **People and stakeholder management** skills will also be vital for the job holder to **effectively manage his/her team** and liaise with relevant internal and external stakeholders.

Critical Work Function

Job tasks today

Job tasks within the next 3 years

Manage brand equity

Develop market research parameters to identify market awareness and brand association

Develop strategies and communication plans to enhance brand reputation and manage the design and performance of organisation's website and digital platforms to ensure brand consistency

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Develop marketing strategies

Develop and review market research plans and findings to support the development of marketing strategies and manage actions to mitigate reputation risk exposure based on business impact analyses






- **Marketing analytics and visualisation tools** provide **insights on market trends and dynamics**, however human intervention is required to review and evaluate research findings to inform the development of marketing strategies and plans in alignment to business priorities.
- **Marketing analytics and brand monitoring tools** **track traditional media and social media outlets** as well as **internal data sources** and **identify emerging threats**, allowing the job holder to propose solutions to mitigate reputation risk.



Critical Work Function	Job tasks today	Job tasks within the next 3 years
Develop marketing strategies	Review potential target markets for market segmentation and propose marketing channels to reach target customers and market segments	<ul style="list-style-type: none"> • Marketing analytics and visualisation tools provide insights on market channel performance, allowing the job holder to analyse and propose appropriate marketing channels to effectively engage target customers and new market segments. Human judgement, expertise and technical knowledge remain critical in this role.
	Develop strategies to utilise online platforms for marketing and public relations and to increase e-commerce traffic and brand's presence and formulate data-driven commercial insights to support the development of marketing plans	<ul style="list-style-type: none"> • Marketing analytics and visualisation tools provide insights on channel performances across websites, digital and social media platforms, allowing the job holder to develop robust strategies to increase e-commerce traffic and brand's presence. While this will inform decision-making, technical expertise and business acumen remain critical for this job role. • Marketing analytics and visualisation tools provide insights on marketing trends and business growth, allowing the job holder to develop targeted marketing strategies to drive business growth. While this will augment decision-making, human judgement, technical expertise and business acumen remain critical for this job role.
Manage marketing campaigns and events	Develop and manage execution of design concepts for marketing campaigns, monitor product and distribution of marketing collaterals and review press releases and media kits for distribution to targeted media partners	<ul style="list-style-type: none"> • Develop and manage execution of design concepts for marketing campaigns, monitor product and distribution of marketing collaterals and review press releases and media kits for distribution to targeted media partners.
Manage marketing communications and public relations	Implement customer engagement strategies via social media and digital platforms and develop measures to improve future marketing campaigns based on identified areas of improvement	<ul style="list-style-type: none"> • Marketing analytics and visualisation tools provide insights on customer engagement effectiveness over different platforms, allowing the job holder to implement robust customer engagement strategies. • Marketing analytics and visualisation tools provide insights on marketing campaign performance, trends and market dynamics, allowing the job holder to better recommend potential solutions to drive sales targets and business growth.
Manage marketing communications and public relations	Support budget forecasting processes, manage financial budgets for the department and review marketing reports to monitor and report marketing achievements	<ul style="list-style-type: none"> • Support budget forecasting processes for the department. • Enterprise Resource Planning (ERP) solutions provide visibility on budget utilisation and operating expenses, allowing the job holder to identify deviations in budget utilisation and propose corrections to ensure adherence to planned budgets. • Robotic Process Automation (RPA) will automate the reporting of marketing achievements, freeing up the job holder to make recommendations.
	Provide coaching and guidance to improve staff work performance	<ul style="list-style-type: none"> • Provide coaching and guidance to improve staff work performance.



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

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*	Infographics and Data Visualisation*
Placemaking for Hospitality (NEW)	Stakeholder Management*	Website Performance Management*

Additional Critical Core Skills (CCSs)

Adaptability	Creative Thinking	Digital Fluency
Global Perspective	Learning Agility	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.
- Skills denoted as **(NEW)** are future skills not currently captured by SFws.