










Trends impacting this role

 Competitive Landscape	 Guest Preferences	 Technological Disruption	
 AI	 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 Officer / Sales and Marketing Officer **supports the development and implementation of marketing plans to increase property brand awareness** and works closely across all departments for planned promotions and activities. He/She **ensures brand guidelines** are being adhered to in all marketing channels to maintain the property's brand image and **conducts research on brand awareness, market trends** and consumer landscape to support the development of branding and marketing strategies. He also **tracks data on performance of marketing campaigns** and marketing channels.

Responsibilities of the role in the future

Moving forward, the job holder will continue to support the development and implementation of marketing plans. Technology will **automate manual and repetitive tasks**, freeing the job holder to perform **higher value-added tasks** such as proposing solutions to **improve marketing strategy and operations**. The job holder will also need to acquire **basic digital competencies** in order to **interpret and make sense of sales performance data to inform decision-making** and the **development of targeted marketing campaigns**.

Critical Work Function	Job tasks today	Job tasks within the next 3 years
Develop marketing strategies	Conduct market research on brand awareness and association	<ul style="list-style-type: none">Conduct market research on brand awareness and association.
	Conduct research on market trends and customer profiles, track social media for trends in user opinions and collate data on the performance of marketing channels	<ul style="list-style-type: none">Data visualisation and interpretation techniques will aid the job holder to make informed decisions in deriving targeted marketing strategies to improve sales.Robotic Process Automation (RPA) automates collation of marketing channel performance data, thus eliminating the need for this role to perform manual administrative tasks.
Manage marketing communications and public relations	Assist in the coordination of customer engagement efforts via digital and social media platforms and collate information needed for press release and media kits	<ul style="list-style-type: none">Assist in the coordination of customer engagement efforts via digital and social media platforms and collate information needed for press release and media kits.
Manage human resources, finance, report management and continuous improvement	Generate marketing reports for management reporting and maintain contact databases and inventory control of marketing collaterals	<ul style="list-style-type: none">Robotic Process Automation (RPA) automates the generation of marketing reports for management reporting, freeing up the job holder to make recommendations.Robotic Process Automation (RPA) automates the input of contacts and ensure that contact databases are kept up-to-date.Some human judgement may still be required for oversight and managing quality of output.



Critical Work Function	Job tasks today	Job tasks within the next 3 years
Manage marketing campaigns and events	Assist to produce marketing content for traditional, digital and social media platforms and conduct pre-campaign testing for campaign effectiveness evaluation	<ul style="list-style-type: none"> Assist to produce marketing content for traditional, digital and social media platforms according to design concepts and ideas. Data analytics and visualisation tools provide insights on campaign effectiveness, allowing the job holder to pinpoint sales conversions and review campaign content in alignment to desired response.
	Collate content for the development of collaterals, coordinate logistics for marketing campaigns and media-related activities and distribution of collaterals	<ul style="list-style-type: none"> Collate content for the development of collaterals, coordinate logistics for marketing campaigns and media-related activities and distribution of collaterals.
	Track performance of marketing campaigns across traditional, digital and social media platforms and achievement of key performance indicators and monitor media and market data to identify media options and target audiences	<ul style="list-style-type: none"> Marketing analytics tools will track and provide real-time visibility on the performance of marketing campaign across different platforms and achievement of key performance indicators, freeing up the the job holder to propose targeted solutions to improve achievement of key performance indicators. Marketing analytics tools will also track media and market data in real time, allowing the job holder to better identify media options and target audiences for communication.
	Track customer experience across platforms and customer touch points and track social media for trends in user opinions	<ul style="list-style-type: none"> Artificial Intelligence (AI)-enabled sentiment analysis software track customer sentiments and feedback across digital and social media platforms and customer touch points. The job holder will still be required to gather direct customer feedback from traditional channels.







Redesign possibilities

Horizontal stacking


- Stacked with *Marketing Communications Executive / Public Relations Executive* 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	Learning Agility	Self Management

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