



Critical Work Function	Key Tasks
Drive Digital Marketing Activities	<ul style="list-style-type: none"><li>Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns across different target segments</li><li>Coordinate marketing activities across various digital channels and programs to design and implement a digital marketing strategy that positively impacts growth throughout customer acquisition and nurturing</li><li>Drive social media marketing strategy and campaign by creating the content ideas, budget planning, and implementation schedules</li><li>Optimise marketing content for website and social networking channels such as Facebook, Twitter, Instagram, Google Plus</li><li>Identify new and creative digital marketing growth strategies</li><li>Spearhead collaboration and partnerships with key stakeholders to ensure implementation and outreach of marketing campaigns</li></ul>

Key Skills and Competencies		
Technical Skills and Competencies		Critical Skills and Competencies
<ul style="list-style-type: none"><li>Affiliate Marketing</li><li>Brand Campaign Management</li><li>Business Environment Analysis</li><li>Brand Storytelling^</li><li>Business Operational Planning</li><li>Business Opportunities Development</li><li>Business Performance Management</li><li>Consumer Intelligence Analysis</li><li>Customer Behaviour Analysis</li><li>Customer Loyalty and Retention Strategy Formulation</li><li>Digital Asset and File Management</li><li>Data Analytics</li><li>Digital Marketing and Communication^</li></ul>	<ul style="list-style-type: none"><li>E-commerce Campaign Management</li><li>Infographics and Data Visualisation</li><li>Marketing Communications Plan Development</li><li>Organisational Planning and Target Setting</li><li>Omni-channel Strategy^</li><li>Search Engine Optimisation (SEO)</li><li>Social Media Marketing</li><li>Sponsorship Management</li><li>Website Design</li><li>Visual Design and Communication Principles</li></ul>	<ul style="list-style-type: none"><li>Collaboration</li><li>Communication</li><li>Digital Fluency</li><li>Decision Making</li><li>Problem Solving</li></ul>

^Skills not in any Skills Framework