

into 2 distinct skillsets and responsibilities: physical and digital.
Evolving digital media channels and regulations: Emerging formats of social media platforms and evolving media regulations on consumer data are driving the need to keep updated in order to remain market competitive.

and becomes increasingly available, marketing could be expected to be broken down



KEY RESPONSIBILITIES

The Digital Marketer is responsible for developing strong and innovative strategies and implementing marketing campaigns, content marketing, virtual events, webinars, paid and organic social media, among other activities focused on demand generation across digital platforms. The Digital Marketer has to keep updated with the latest trends and regulations on consumer data management, to inform on the implementation of new marketing technologies (e.g. web analytics tools) that optimise digital marketing campaigns.

Critical Work Function	Key Tasks
Measure Performance	 Measure performance of digital marketing campaigns to create reports on impact and findings Analyse results of launched initiatives to drive improvements through scalable, efficient new processes to optimise resources and results Evaluate emerging technologies and thought leadership to identify areas of improvement

Critical Work Function	Key Tasks	
Drive Digital Marketing Activities	 Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns across different target segments 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 Drive social media marketing strategy and campaign by creating the content ideas, budget planning, and implementation schedules Optimise marketing content for website and social networking channels such as Facebook, Twitter, Instagram, Google Plus Identify new and creative digital marketing growth strategies Spearhead collaboration and partnerships with key stakeholders to ensure implementation and outreach of marketing campaigns 	

Key Skills and Competencies				
Technical Skills and	Critical Skills and Competencies			
 Affiliate Marketing Brand Campaign Management Business Environment Analysis Brand Storytelling^ Business Operational Planning Business Opportunities Development Business Performance Management Consumer Intelligence Analysis Customer Behaviour Analysis Customer Loyalty and Retention Strategy Formulation Digital Asset and File Management 	 E-commerce Campaign Management Infographics and Data Visualisation Marketing Communications Plan Development Organisational Planning and Target Setting Omni-channel Strategy^ Search Engine Optimisation (SEO) Social Media Marketing Sponsorship Management Website Design 			
Data AnalyticsDigital Marketing and Communication^	 Visual Design and Communication Principles 			

^Skills not in any Skills Framework