



Hi! I am Gina and I work as a **Marketing Executive**.

At work, I conduct programmatic advertising campaigns, which selectively targets individuals interested in the products. I make sure collaterals are consistent across online and offline campaigns.

OVERVIEW OF IMPACT TO THE ROLE



Level of Impact



Time Horizon



Key Trends driving Impact



**Highly Impacted Retail Archetypes**

Non-brand owner

Small & Medium Enterprises

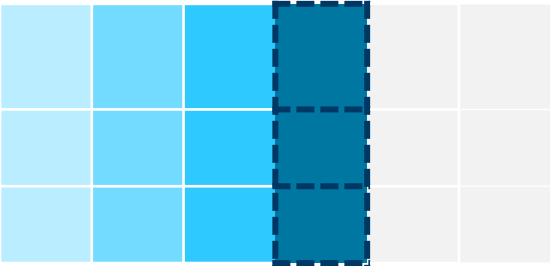


DETAILED LOOK INTO IMPACT ON THE ROLE

Category of Impact	Types of impact to the role
Technology Implementation	Displacement by Technology
	Augmented by Technology
Job Reconfiguration	<b>Complemented by Technology:</b> Role will be supported by marketing analytics and big data software, to better understand and target potential consumers with customised recommendations.
	<b>Job Enlargement:</b> Role will have to manage campaigns across emerging sales channels, and develop detailed consumer personas that drive personalised marketing campaigns.
Job Reconfiguration	<b>Job Enrichment:</b> Role will focus on developing new and continuous engagement activities such as social communities, to translate interactions into positive experiences for consumers.

Skills to Grow

- Infographics and Data Visualisation**  
From proficiency level 3 to 4
- Data Analytics**  
From proficiency level 3 to 4
- Data Mining & Modelling**  
From proficiency level 3 to 4



New Skills Required

- Brand Storytelling
- Digital Marketing Management

Marketing Executive will be expected to upskill in:

- Mining & Modelling:** Integrate data collected from various sources on consumer behaviour to understand the segmentation of the consumer base.
- Infographics and Data Visualisation, Data Analytics:** Apply data analytics techniques to identify differentiated consumer demand across various demographics, and communicate insights clearly across teams and departments to tailor marketing campaigns.

*\*Skills and proficiency levels are identified based on Skills Framework for Retail*



## THE ROLE TODAY

The job role supports the development and execution of the offline, online and social marketing plans. The role would assist in evaluating the effectiveness of marketing communication plans and implement adjustments needed to these plans.



## THE ROLE TOMORROW

The Marketing Executive will be expected to work across functions to understand the end-to-end customer journey and deliver a consistent marketing strategy and messaging for brand. He/she needs to be adept in utilising digital tools and platforms to analyse and improve marketing performance. He/she will also assist in taking on more direct-to-consumer activities such as managing social media content and interactions and building an online community to build loyal customers.

### Changes in critical work function

Critical Work Function	Key Drivers of Change	Implications on Tasks
Drive Marketing Campaigns	<b>Increasing focus on customer-centric marketing strategy</b>	<u>Job Enlargement:</u> <ul style="list-style-type: none"><li>To keep customers engaged and satisfied throughout their entire journey, the Marketing Executive will need to <b>collaborate across functions</b> to <b>integrate customer insights</b> into their marketing plans. This includes developing <b>customer segmentation</b> and <b>specific personas across various demographics (age, sales channels)</b>, to inform marketers on curating a personalised customer journey.</li><li><b>Emerging sales channels due to DTC sales</b> (e.g. company websites, social media platforms and offline sales channels) drive demand for <b>dedicated roles to manage marketing campaigns</b> for the various channels (e.g. offline, social media, online).</li></ul>
Drive Offline Marketing Campaigns	<ul style="list-style-type: none"><li>The rise of <b>direct-to-consumer (DTC) business models</b> means that brands are expected to directly interact with their customers on a regular basis. Brands that fail to engage their consumers are at risk of becoming obsolete.</li><li>It is critical for brands to <b>understand different consumer archetypes, develop personalised marketing strategies and elevate consumer experiences</b> throughout the entire customer journey.</li></ul>	

Critical Work Function	Key Drivers of Change	Implications on Tasks
Drive Digital Marketing Campaigns	<p><b>Utilising technology to support digital marketing strategies</b></p> <ul style="list-style-type: none"> <li>The <b>rise of real-time data collection</b> (e.g. customer interactions with advertisements, weekly/monthly advertisement costs) enable deeper understanding and optimisation of the campaign effectiveness such as identifying the cost per action or increments in new customers/orders from the marketing campaigns launched.</li> <li>Demand for technology-enabled retail provides opportunities for <b>omni-channel digital marketing</b>, implementing <b>digital marketing campaigns</b> across online and in-store sales channels.</li> <li>Increased focus on <b>data-driven marketing campaigns</b> across the online and offline platforms to target specific customer segments.</li> </ul>	<p><u>Complemented by Technology:</u></p> <ul style="list-style-type: none"> <li>The Marketing Executive will need to be <b>familiar with technology such as marketing analytics software, data management tool, search engine optimisation</b> to reach out to their target audience and utilise data and insights from these software to improve marketing performance across various platforms.</li> <li>The Marketing Executive will also support the <b>implementation of big data analytics</b> software. Artificial intelligence and machine learning can perform targeted analysis of potential consumers, leveraging this to <b>provide customised campaigns and product recommendations</b> to consumers.</li> </ul>
Drive Social Media Marketing Campaigns	<p><b>Increasing demand for direct community engagement</b></p> <ul style="list-style-type: none"> <li>Through social media platforms, consumers are able to interact with the brands as well as other consumers. Many actively seek for <b>online communities</b> to share their experiences and reviews.</li> <li><b>Social media will offer greater transparency</b> and brands will need to effectively manage the way they communicate and respond to customers on social media platforms.</li> </ul> <p><b>Brand awareness through social media partnerships &amp; advertising</b></p> <ul style="list-style-type: none"> <li>Consumers are relying on social media platforms to <b>learn about the brands, their positioning and reviews to make smarter purchasing decisions</b>.</li> <li>Social media figures such as Key Opinion Leaders (KOL) will play an important role in influencing consumers' purchasing behaviours.</li> </ul>	<p><u>Job Enrichment:</u></p> <ul style="list-style-type: none"> <li>The Marketing Executive needs to be bolster their ability to <b>identify and collaborate with the right partners or KOLs</b> to drive their messages across to the right audience.</li> <li>The focus will shift from traditional marketing towards <b>creating a niche community that encourages two-way communications</b> between the brand and customers.</li> <li>The Marketing Executive may also need to upskill on <b>customer service and relationship management</b> skills as they communicate with customers directly (e.g., addressing customer queries on social media platforms) and will need to transform these interactions into positive experiences for the customers.</li> </ul>

Critical Work Function	Key Drivers of Change	Implications on Tasks
Drive Customer Relationship Management [New]	<p>Customer experience drives greater brand loyalty:</p> <ul style="list-style-type: none"><li>With the influx of content and messaging, consumers often <b>change their mind quickly</b> and brands may find it <b>challenging to build loyalty</b>.</li><li>Businesses are competing to deliver <b>memorable experiences</b> for their customers, including connecting with their customers throughout their online-and-offline journey and offering other value-added services or products, <b>integrating both marketing and customer service</b>.</li></ul>	<p><u>Job Enrichment:</u></p> <ul style="list-style-type: none"><li>The Marketing Executive will need to understand the overall <b>customer experience across different demographics, identifying personas and touchpoints</b> that support the development and improvement of marketing strategies.</li><li><b>The Marketing Executive needs to be adept in managing online digital marketing campaigns</b> (e.g. EDMs; in-app notifications) as well as <b>in-store marketing campaigns (e.g., roadshows, events)</b>, to foster strong relationships with existing customers.</li></ul>

## A closer look at how tasks would be impacted:

Critical Work Function	Existing task...	...Envisioning the new tasks
Drive Marketing Campaigns	Generate design concepts and ideas for marketing campaigns and communication materials	<ul style="list-style-type: none"> <li>Collaborate across departments to understand different consumer demands across demographics, developing specific consumer personas that drive marketing campaigns and communication materials.</li> </ul>
	[New task]	<ul style="list-style-type: none"> <li>Review brand principles and guidelines to ensure all marketing collaterals are aligned and emphasise key elements in a consistent way.</li> </ul>
Drive Offline Marketing Campaigns	Plan contents for print, broadcast, outdoor media roadshows, in-store sales promotions and/or events	<ul style="list-style-type: none"> <li>Develop marketing content that is consistent and attractive across online and offline platforms, such as in-store and website sales promotions.</li> <li>Create omni-channel marketing campaigns that integrate offline and digital sales touchpoints smoothly (e.g. access to online stores featured on in-store promotions), offering multiple sales opportunities for the consumers.</li> </ul>
Drive Digital Marketing Campaigns	Produce contents for web, blogs, vlogs, e-newsletters and/or digital platforms' requirements	
Drive Social Media Marketing Campaigns	[New task]	<ul style="list-style-type: none"> <li>Coordinate with relevant social media personalities to enhance and establish effective brand partnerships.</li> <li>Drive direct brand engagements with consumers across social media and peer review platforms.</li> <li>Review 'live' customer engagement metrics to make real-time changes to social media campaigns.</li> </ul>
Drive Customer Relationship Management	[New task]	<ul style="list-style-type: none"> <li>Monitor data collected across various customer touchpoints and interactions with the products, to map the customer purchasing journey across sales channels.</li> <li>Maintain a database of customer information to gain insights on various types of customer segmentation, to deliver effective, tailored marketing messages to the respective customer segments.</li> <li>Support the implementation of customer relationship strategies such as loyalty programs and cultivate customer participation in the brand community.</li> <li>Track consumer retention rates across relationship management strategies.</li> </ul>

### Upskilling of existing skills

- Infographics and Data Visualisation
- Data Analytics
- Data Mining & Modelling
- Brand Campaign Management
- Marketing Campaign Management
- Market Profiling
- Market Research
- Customer Loyalty & Retention Strategy Formulation
- Social Media Management

### New skills for the role

- Brand Storytelling<sup>^</sup>
- Digital Marketing Management
- Learning Agility<sup>\*</sup>
- Digital Fluency<sup>\*</sup>

<sup>\*</sup>Critical Core Skills

<sup>^</sup>Skills not in any Skills Framework