

Level of Impact

High Impact

Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Implement marketing strategies	<ul style="list-style-type: none"> Consolidate research information to support report generation on industry landscape, demographics and customer touchpoints 	<ul style="list-style-type: none"> [AUGMENTED] Leverage BI applications to support report generation on the effectiveness of marketing channels, communication plans and digital marketing technologies Create dashboards that provide actionable insights into marketing campaigns' performance, which can enhance marketing initiatives. [NEW] Support customer segmentation efforts and execute customer experience programmes using technology, such as mobile applications and social media
Manage organisation and product branding	<ul style="list-style-type: none"> Support branding implementation plans per guidelines and collects feedback Assist in updating the organisation's digital marketing channel content in alignment with brand guidelines 	<ul style="list-style-type: none"> [AUGMENTED] Use SEO to enhance the distribution of brand messages and campaigns to various audiences. Use AI and ML to collate, clean and check data to support research on brand awareness, association and public perceptions [NEW] Support the development and implementation of branding initiatives across segmented customer groups using various communication platforms [NEW] Support customer community management across digital platforms such as social media
Manage marketing channels	<ul style="list-style-type: none"> Support omni-channel initiatives and marketing channel enhancements Support digital commerce implementation and marketing communication plans, and generate reports on performance Support internal stakeholder engagement to adopt digital marketing technologies 	<ul style="list-style-type: none"> Support the creation of customised narratives and communication content for various marketing channels based on the needs of customers Support omni-channel initiatives and marketing communication plans delivered via digital platforms and marketplaces Analyse the effectiveness of marketing channels, communication plans and technologies using real-time data

Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Implement marketing campaigns	<ul style="list-style-type: none"> Support the development of marketing campaign themes and collaterals Consolidate performance data of marketing campaigns 	<ul style="list-style-type: none"> [NEW] Support the development of materials for educational marketing campaigns to raise customer awareness on the impact of products on the environment while highlighting the organisation's focus on social and environmental concerns, sustainable sourcing practices, and other emerging themes valued by customers Support the implementation of personalised marketing campaigns to enhance customer engagement Support the analysis of marketing campaigns' effectiveness and provide suggestions for improvement
Support application initiatives	<ul style="list-style-type: none"> Operate new technologies, electronic tools and devices to improve operations in own work areas Support the review of work processes and procedures to improve work performance 	<ul style="list-style-type: none"> Operate new technologies, electronic tools and devices to improve operations in own work areas Support the review of work processes and procedures using data analytics to provide data-driven insights on work performance

Job Adjacency

WITHIN WHOLESALE TRADE			OUTSIDE WHOLESALE TRADE		
Business Development Coordinator	Logistics Coordinator	Project Coordinator	Customer Experience Coordinator	Events Coordinator	Sales Coordinator

SKILL DIFFERENTIATORS

Roles Specific

SKILL	DESCRIPTIONS
Customer Experience Transformation	Conduct research and identify potential touchpoints and key moments that matter across the customer journey. Synthesise insights on gaps to provide recommendations for enhancement for various customer segments. Identify innovative technologies and recommend initiatives for enhancing the customer experience journey.
Data Management / Security	Utilise data securely and follow protocols to protect it from unauthorised access and cybersecurity risks.
Marketing Automation	Apply marketing automation tools and techniques to convert prospects into customers by monitoring customers' response and qualifying leads by measuring their engagement. Review the campaign performance, such as open or click-through rates, conversion rates etc., to suggest improvements.
Narrative Marketing	Develop data-based insights to provide inputs for the needs, wants and aspirations of the different customer segments and develop drafts of the narrative and content for various marketing initiatives.
Omni-channel Strategy Implementation	Apply principles of omni-channel communication to ensure integrated and seamless customer experience across the interactions and services. Monitor the communications and suggest changes to enhance experience and engagement through new content or channels.

IN THE NEXT 3-5 YEARS...

Technologies such as AI and ML will significantly augment role expectations with the automation of routine processes, enabling the role to focus more on developing insights from real-time data to enhance marketing initiatives and channels' effectiveness. As more tasks within the role become substituted or highly augmented by technology, the role could become redundant, be outsourced to a cheaper location, or even merged with another role.

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