

## 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"> <li>Monitor KPIs throughout marketing implementation</li> <li>Analyse industry landscape and buyer and seller demographics to support the development of findings</li> </ul>  | <ul style="list-style-type: none"> <li><b>[AUGMENTED]</b> Leverage <b>AI-enabled platforms</b> and <b>data analytics</b> to monitor KPIs linked to marketing programmes</li> <li>Analyse various metrics and variables such as customer needs and engagement levels to derive insights on customer experience and support the development of <b>personalised marketing initiatives</b></li> <li><b>[NEW]</b> Support <b>customer segmentation efforts</b> and provide suggestions on improvement opportunities</li> <li><b>[NEW]</b> Research <b>new technologies</b> that can improve customer engagement and automate marketing processes. Support the <b>automation</b> of administrative and operational marketing activities and processes</li> <li><b>[NEW]</b> Research <b>sustainability trends</b> that enhance marketing initiatives and impact</li> </ul>              |
| Manage organisation and product branding | <ul style="list-style-type: none"> <li>Conduct research on brand awareness, associations and public perceptions</li> <li>Execute branding implementation plans per guidelines across internal and external stakeholders</li> <li>Work with Corporate Communications to support mitigation plans on reputation risks</li> </ul>               | <ul style="list-style-type: none"> <li><b>[AUGMENTED]</b> Leverage <b>AI</b> and <b>ML</b> to monitor brand perception messages across marketing platforms. Use <b>SEO</b> to enhance the distribution of brand messages and campaigns to various audiences</li> <li><b>[AUGMENTED]</b> Identify insights through <b>data analytics</b> to understand the response of various customer segments towards branding strategies and support the development of branding initiatives aligned with customers' needs and desires</li> <li><b>[NEW]</b> Engage existing and new customers by building and managing communities across <b>digital platforms</b> such as social media</li> <li>Work with Corporate Communications and Regulatory functions to identify potential reputation risks by combining <b>real-time data</b> with <b>social media sentiment analysis</b></li> </ul> |
| Manage marketing channels                | <ul style="list-style-type: none"> <li>Execute omni-channel initiatives and support working-level relationships with stakeholders</li> <li>Execute digital commerce implementation and marketing communication plans as well as maintain digital platforms</li> <li>Analyse marketing channel performance to propose enhancements</li> </ul> | <ul style="list-style-type: none"> <li>Create <b>customised narratives</b> and <b>communication content</b> for physical and digital marketing channels to enhance customer engagement</li> <li>Support <b>omni-channel</b> initiatives and the deployment of marketing communication plans across <b>digital platforms</b> and <b>marketplaces</b> to increase customer engagement and obtain real-time feedback</li> <li><b>[NEW]</b> Analyse <b>relevant metrics</b> and <b>ROI indicators</b> to assess the effectiveness of physical and digital marketing channels and propose enhancements accordingly</li> </ul>  |

## Job Expectations within the next 3 years

| Critical Work Functions         | Today  | Within 3 Years  |
|---------------------------------|--|---|
| Manage marketing campaigns      | <ul style="list-style-type: none"> <li>Collaborate with business functions and agencies to develop marketing campaign collaterals</li> <li>Analyse performance of marketing campaigns to identify areas of improvement</li> </ul>  | <ul style="list-style-type: none"> <li><b>[NEW]</b> Develop content for <b>educational marketing campaigns</b> 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</li> <li>Work with business functions and agencies to create marketing content and implement <b>programmatic marketing campaigns</b></li> <li><b>[NEW]</b> Implement <b>personalised marketing campaigns</b> based on data-driven insights to enhance customer engagement</li> <li><b>[NEW]</b> Analyse and measure the impact and effectiveness of marketing campaigns based on <b>SEO</b> and real-time feedback obtained through <b>mobile applications</b> and <b>social media</b></li> </ul> |
| Support application initiatives | <ul style="list-style-type: none"> <li>Assist in the review of work processes and procedures to plan for continuous work improvement activities</li> <li>Contribute to technology implementation projects to facilitate the use of technologies, electronic tools and devices</li> </ul> | <ul style="list-style-type: none"> <li>Assist in the review of work processes and procedures using <b>data analytics</b> to provide data-driven insights for the planning of continuous work improvement activities</li> <li>Contribute to technology implementation projects and advocate the use of technologies, electronic tools and devices in improving work processes</li> </ul>   |

## Job Adjacency

| WITHIN WHOLESALE TRADE |                                |                              | OUTSIDE WHOLESALE TRADE |                                 |                                    |
|------------------------|--------------------------------|------------------------------|-------------------------|---------------------------------|------------------------------------|
| Accounts Executive     | Business Development Executive | Customer Relations Executive | Accounts Executive      | Business Intelligence Executive | Corporate Communications Executive |

## 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...

The role will execute digital marketing initiatives. Technologies such as AI and ML will significantly augment role expectations with the automation of routine processes. The role will, therefore, have more time to analyse marketing campaigns and obtain insights. To value-add, the role will focus on identifying ways to increase the organisation's reach in target markets and customer segments and drive demand-generation campaigns.

[BACK TO LIST OF JOBS](#)