

Level of Impact

Medium Impact

Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Develop marketing strategies	<ul style="list-style-type: none"> Establish marketing strategies for the development of KPIs to ensure alignment with overall organisational strategy 	<ul style="list-style-type: none"> [NEW] Develop a marketing technology roadmap that includes marketing automation strategies that leverage AI, data analytics, CRM systems and mobile applications Create opportunities from the disintermediation of the value chain through electronic media and digital commerce, aimed at increasing distribution efficiency and infomediaries that facilitate business-to-business traffic Drive collaboration with other functional leaders from the sales, business development and product teams to establish holistic marketing strategies that can differentiate the organisation's value proposition [NEW] Leverage data analytics to identify key customer segments and design customer experience strategies to improve touchpoints across the customer journey
Manage organisation and product branding	<ul style="list-style-type: none"> Guide research parameters on market awareness, brand associations and public perceptions Drive branding strategies and the development of guidelines to enhance brand reputation Drive collaboration with Corporate Communications to develop mitigation strategies for external brand reputation risks 	<ul style="list-style-type: none"> Develop marketing metrics like market awareness, brand associations, social media presence and public perceptions that demonstrate clear linkages to business outcomes Drive the use of data analytics to develop customer-centric brands. Understand customer segments' reactions to update and or modify various branding strategies [AUGMENTED] Leverage data analytics and social media sentiment analysis to anticipate potential brand reputation risks. Develop risk mitigation strategies in collaboration with Corporate Communications and Regulatory functions
Manage marketing channels	<ul style="list-style-type: none"> Lead development of omni-channel initiatives in collaboration with internal and external stakeholders Lead development of digital commerce strategies and marketing communication plans for adoption of digital platforms 	<ul style="list-style-type: none"> Design multi-channel (digital and physical) marketing strategies to provide greater flexibility to customers while engaging with the organisation. Build an omni-channel experience that seamlessly connects multiple channels to build customer intimacy and provide personalised customer experiences [NEW] Establish data-driven frameworks to measure effectiveness and ROI of physical & digital marketing channels in meeting performance goals

Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Manage marketing campaigns	<ul style="list-style-type: none"> Drive collaboration with business functions to develop marketing campaigns for new products Lead development of marketing campaigns and oversee improvements based on feedback from business partners 	<ul style="list-style-type: none"> [NEW] Drive 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 and other emerging themes valued by customers Drive the use of technology and data-driven insights to develop personalised marketing campaigns based on targeted customer groups, enhancing the effectiveness of marketing campaigns and digital commerce Leverage mobile applications to obtain real-time feedback from business partners and customers, to modify and enhance marketing campaigns Deploy marketing campaigns, build a digital presence and expand customer base through digital platforms and marketplaces
Drive collaboration of human resource, technology and finance initiatives	<ul style="list-style-type: none"> Oversee department's financial budgeting process and budget utilisation Strategise department's talent attraction, development and retention efforts Drive corporate governance measures Lead the use of technology for process improvement and innovation 	<ul style="list-style-type: none"> Strategise the deployment of solutions like data analytics and BI applications to improve processes, conduct resource planning and enhance the budgeting process Ensure interoperability between existing and new systems and software applications in the organisation, allowing for useful and accurate data exchange and communication, information sharing and easy execution of activities Develop strategies to deliver work effectively through job redesign and reskilling/upskilling strategies Drive progressive and inclusive corporate governance measures. Drive initiatives to uphold the organisation's ESG guidelines

Job Adjacency

WITHIN WHOLESALE TRADE			OUTSIDE WHOLESALE TRADE		
Head of Brand and Communication	Head of Business Development	Head of Operations	Head of Innovation	Head of Sales	Head of Strategy

SKILL DIFFERENTIATORS

Roles Specific

SKILL	DESCRIPTIONS
Customer Experience Transformation	Develop the customer experience strategy defining the ideal customer experience. Eliminate pain points in the customer journey and enhance moments that matter. Strategise and guide the implementation roadmap for the customer experience and define the governance framework to track implementation.
Data Management / Security	Lead collaboration with technology teams to develop data governance frameworks to secure and protect data from unauthorised access and ensure compliance with regulatory requirements.
Marketing Automation	Develop frameworks for marketing automation and guide workflows for complex processes such as lead qualification, lead scoring, lead routing and lead assignment.
Narrative Marketing	Develop marketing strategies for various customer segments, which involves empathising with customers and developing customer-centric content to create engagement and association with the brand.
Omni-channel Strategy Development	Develop communication strategies to optimise the use of multi-channel platforms for an integrated and seamless customer experience that provides real-time, personalised interactions and services. Define metrics to monitor the performance of existing platforms and review new platforms to transform the customer experience.

IN THE NEXT
3-5 YEARS...

The role will continue to focus on digital marketing strategies to drive marketing efforts. The role will be expected to drive real-time data collation, which helps to provide real-time customer insights and information by integrating cloud technology in marketing strategies, leading to an improved customer experience. As digital commerce gains wider acceptance and as information transparency enables end customers to be better informed, the role will be expected to create value and opportunities from the disintermediation of the value chain.

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