

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"> Develop marketing implementation plans and KPIs in alignment with marketing strategies Develop industry findings to establish target profiles, marketing and engagement strategies 	<ul style="list-style-type: none"> [NEW] Perform customer segmentation through data analytics and implement customer experience strategies [NEW] Explore opportunities to optimise the customer experience across various touchpoints along the customer journey Evaluate the feasibility of adopting technologies such as AI, data analytics, CRM systems and mobile applications in marketing strategies and efforts Define relevant metrics and KPIs to assess the effectiveness of customer experience programmes in meeting customers' needs Develop marketing implementation plans that differentiate the organisation's value proposition and ensure sufficient value is created through usage of electronic media, digital commerce and infomediaries Engage other functional leaders from the sales, business development and product teams to obtain buy-in on marketing implementation plans that align with holistic marketing strategies and future needs
Manage organisation and product branding	<ul style="list-style-type: none"> Develop research parameters on market awareness, brand associations and public perceptions Develop branding implementation plans and guidelines in alignment with branding strategies Collaborate with Corporate Communications to manage brand reputation risks 	<ul style="list-style-type: none"> Support the development of marketing metrics like market awareness, brand associations, social media presence and public perceptions that demonstrate clear linkages to business outcomes Apply data analytics to understand the response of various customer segments to branding strategies, enabling programmes that are in-tune with customers' needs and desires Leverage data analytics and social media sentiment analysis to identify and mitigate potential brand reputation risks. Implement risk mitigation strategies in collaboration with Corporate Communications and Regulatory functions
Manage marketing channels	<ul style="list-style-type: none"> Develop omni-channel initiatives for engagement with internal and external stakeholders Develop digital commerce and marketing communication plans to increase engagement and use of technology 	<ul style="list-style-type: none"> Develop plans to implement multi-channel strategies (digital and physical) and build an omni-channel experience where multiple channels are seamlessly connected to enhance customer intimacy and provide personalised customer experiences Leverage digital tools, systems, platforms and marketplaces to support the needs of marketing channels, increase engagement and enable real-time communication [NEW] Propose relevant metrics and ROI indicators to assess the effectiveness of physical and digital marketing technologies 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"> Facilitate collaboration with business functions to conceptualise marketing approaches for new products Review campaign collaterals for alignment with marketing campaign themes 	<ul style="list-style-type: none"> [NEW] Develop and manage educational marketing campaigns to raise customers 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 Apply technology such as digital marketing and data-driven insights to develop personalised marketing campaigns based on targeted customer groups for effective marketing campaigns and digital commerce Deploy marketing campaigns, build a digital presence and expand customer base through digital platforms and marketplaces Use mobile applications to gather feedback on marketing campaigns proactively
Drive collaboration of human resource, technology and finance initiatives	<ul style="list-style-type: none"> Develop department's financial budgeting process and track budget utilisation Support department's talent attraction, development and retention efforts Develop corporate governance measures Evaluate technologies for process improvement and innovation 	<ul style="list-style-type: none"> Leverage data analytics and BI applications to improve processes, develop department's financial budget and optimise budget utilisation Identify opportunities for workforce development through job redesign and reskilling/upskilling strategies Implement initiatives aligned with the organisation's ESG strategy. Support the development of corporate governance measures as applicable to the track/function

Job Adjacency

WITHIN WHOLESALE TRADE			OUTSIDE WHOLESALE TRADE		
Key Account Manager	Operations Manager	Sales Manager	Data Analytics Lead	Product Manager	Program/Project Manager

SKILL DIFFERENTIATORS

Roles Specific

SKILL	DESCRIPTIONS
Customer Experience Transformation	Develop the roadmap for implementing the customer experience strategy, including process changes, technology investments and capabilities required. Lead the implementation initiatives as per the roadmap and define the metrics to track customer experience.
Data Management / Security	Collaborate with technology teams to understand data governance frameworks to secure and protect data from unauthorised access and ensure compliance with regulatory requirements.
Marketing Automation	Develop automation workflows across campaigns and initiatives, providing insights on tools and techniques to enhance the movement of leads and defining metrics for measuring campaign performance.
Narrative Marketing	Develop a detailed understanding of the needs, wants, and aspirations of the different customer segments to guide the development of narratives and content and ensure alignment across all platforms.
Omni-channel Strategy Development	Adopt omni-channel communication approaches across various programmes and initiatives to drive real-time, personalised customer experience. Develop insights from the measurement of engagement, conversion, service delivery costs and efficiency across channels and modify the communication approach accordingly.

IN THE NEXT
3-5 YEARS...

The role will be proficient in developing digital marketing plans and initiatives that integrate new technologies. The role will be expected to identify ways to automate routine marketing tasks and develop automated processes that can deliver targeted campaigns to customers and, at the same time, reach a wider base. The role will also be expected to manage real-time data collation to enable real-time customer insights and information by leveraging 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 support value creation from the disintermediation of the value chain.

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