

# Industrial Skills Framework (IndSF)

## DIGITAL MARKETING



# IN-DEMAND JOBS FOR DIGITAL MARKETING

## Specific Roles

**Digital Marketing  
Executive**

**Content Writer  
Specialist**

**Social Media  
Specialist**

**Community Manager**

**Performance Marketing  
Executive**

**SEO  
Strategist**

## Others

**UX Designer**

**UI Designer**

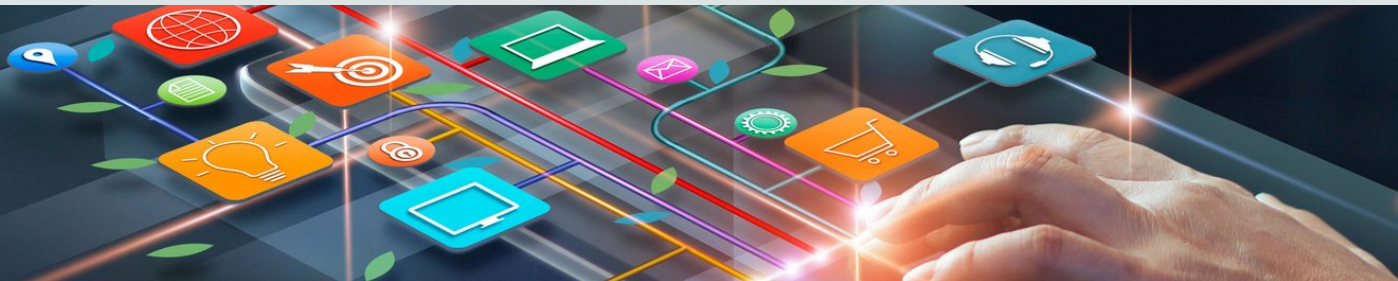
*Information available in IndSF Software and Application*

**Data Analyst**

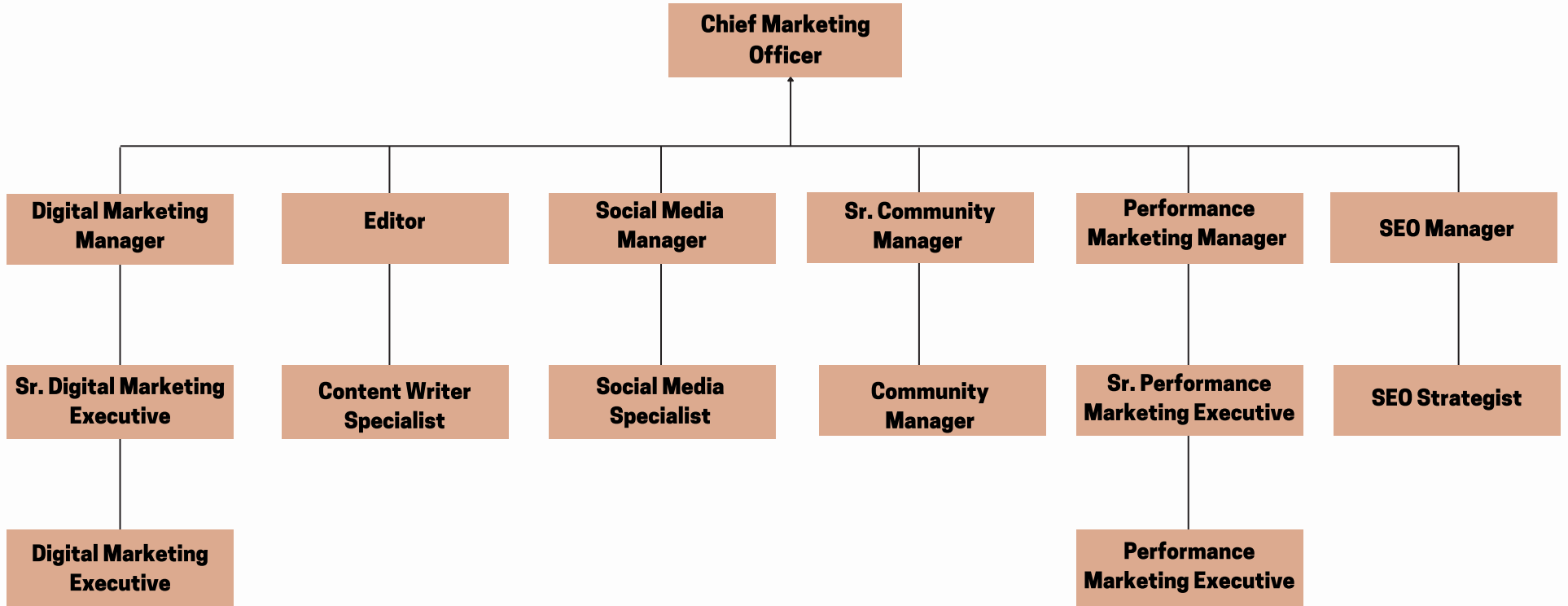
*Information available in IndSF Data Science*



*Scan here to download the full IndSF document*



# CAREER PATHWAYS - DIGITAL MARKETING



# DIGITAL MARKETING EXECUTIVE

## CAREER PATHWAYS



Skills Framework for the Information Age (SFIA)

- Level 7 - Set strategy, inspire, mobilise
- Level 6 - Initiate/influence
- Level 5 - Ensure/advise
- Level 4 - Enable
- Level 3 - Apply
- Level 2 - Assist
- Level 1 - Follow

## COMMON CERTIFICATIONS

- Digital Marketing Institute's Digital Marketing Pro
- Google Analytics Individual Qualification
- Google AdWords Certification
- Google Analytics Certification
- Facebook Blueprint Certifications

## JOB DESCRIPTION

A Digital Marketing Executive is responsible for maintaining an organisation brand by:

- Managing digital marketing strategies to drive brand awareness.
- Identifying the right target market, creating brand identity, and conducting online marketing campaigns.
- Improving website and platform content by working with designers to produce materials of visuals.
- Ensuring design and content are aligned with business objectives based on proven data and customer journey.
- Planning digital marketing campaigns, including web, email, social media and display advertising.
- Performing customer engagement and lead generation.
- Identifying creative collaborations among technologies and platforms.

## COMPETENCIES

- Ability to apply digital marketing and promotion strategies
- Knowledge in Google Ads, FB Ads, Google Analytics
- Understanding of Search Engine Optimization (SEO) best practices
- Familiarity of web and mobile design
- Ability to perform market research and business analytics
- Driven and forward-thinking with the ability to come up with creative marketing solutions
- Self-motivated, good time-management skills, disciplined, and has a passion for long-term learning
- Cooperative team player with the ability to work independently
- Ability to work on multiple projects with different objectives simultaneously
- Understanding the latest trends & their role in a commercial environment

## COMMON TOOLS

- Google Ads
- LinkedIn Ads Manager
- Demand Side Platforms
- Facebook Ads Manager
- Google Analytics
- Twitter
- TikTok
- Hubspot
- Ahrefs

## ESSENTIAL SKILLS

- Digital Marketing
- Social Media Marketing
- Content Marketing
- Google Analytics
- Google Ads
- Online Marketing
- Email Marketing
- Search Engine Marketing (SEM)



## SOFT SKILLS

- Problem solving
- Time management
- Organising & planning
- Critical thinking
- Accuracy and attention to detail
- Communications and teamwork
- Stakeholder management
- Creativity
- Adaptability

# CONTENT WRITER SPECIALIST

## CAREER PATHWAYS



Skills Framework for the Information Age (SFIA)

- Level 7 - Set strategy, inspire, mobilise
- Level 6 - Initiate/influence
- Level 5 - Ensure/advise
- Level 4 - Enable
- Level 3 - Apply
- Level 2 - Assist
- Level 1 - Follow

## COMMON CERTIFICATIONS

- HubSpot Content Marketing Certification
- Creative Writing Certification
- Hootsuite Social Media Marketing Certification
- Content Marketing Institute Online Certification

## JOB DESCRIPTION

A Content Writer Specialist is responsible for providing relevant content for various digital platforms by:

- Preparing well-structured drafts using Content Management Systems.
- Promoting content on social media.
- Identifying customers' needs and gaps in existing content and recommending new topics.
- Utilising industry best practices and familiarity with the company's mission to inspire ideas and content.
- Communicating and cooperating with a writing team, including content managers, editors and e-commerce platform providers
- Developing content for multiple platforms, such as e-commerce platforms, social media, websites, email marketing, product descriptions, videos, and blogs.
- Using Search Engine Optimisation (SEO) strategies to maximize the online visibility of a website in search results.
- Writing clear, creative and attractive marketing collaterals to promote products or services.

## COMPETENCIES

- Understanding key writing practices for marketing
- Social media savvy
- Experienced in doing research using multiple sources
- Familiarity with web publications
- Hands-on experience with Content Management Systems
- Understanding the target audience.
- Ability to work on multiple projects with different objectives simultaneously
- Strict adherence to the style guides of each company and their policies for publication
- Familiarity with each client's requirements and the company's brand image, products, and services
- Ability to work alongside editor, brand communication officer, and the CEO for content voice direction

## COMMON TOOLS

- SEMrush
- Contently
- Trello
- Ahrefs
- Hootsuite

## ESSENTIAL SKILLS

- Web Content Writing
- Copywriting
- Creative Writing
- Search Engine Optimisation (SEO)
- Digital Marketing
- Proofreading
- Social Media Marketing
- Journalism
- Content Marketing



## SOFT SKILLS

- Creativity
- Effective story telling
- Problem solving
- Organising & planning
- Critical thinking
- Understanding the latest commercial trends

# SOCIAL MEDIA SPECIALIST

## CAREER PATHWAYS



Skills Framework for the Information Age (SFIA)

- Level 7 - Set strategy, inspire, mobilise
- Level 6 - Initiate/influence
- Level 5 - Ensure/advise
- Level 4 - Enable
- Level 3 - Apply
- Level 2 - Assist
- Level 1 - Follow

## COMMON CERTIFICATIONS

- Social Media Marketing on LinkedIn Learning
- Facebook Blueprint Certifications
- Hootsuite Academy Marketing Certification
- Hootsuite Social Media Marketing Certifications
- Content Marketing Institute Online Certification
- Social Media Certification with Boot Camp Digital

## JOB DESCRIPTION

A Social Media Specialist is responsible for creating and publishing content on all social media platforms, to grow an audience and build brand awareness by:

- Developing, implementing and managing social media strategies.
- Building and executing social media strategies through competitive research, platform determination, benchmarking, messaging and audience identification.
- Working with copywriters and designers to ensure content is informative and appealing.
- Setting up and optimising company pages within each platform to increase the visibility of company's social content.
- Communicating with industry professionals and influencers via social media to create a strong network.
- Measuring the success of every social media campaign.

## COMPETENCIES

- Stay up to date with the latest social media best practices and technologies
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
- Experienced in doing audience and buyer persona research
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detailed and customer-oriented with good multi-tasking and organisational ability
- Critical -thinker and problem-solver

## COMMON TOOLS

- Facebook Ads
- Instagram Marketing
- Contently
- Hootsuite
- Twitter
- TikTok

## ESSENTIAL SKILLS

- Content Marketing
- Social Media Marketing
- Social Media Communications
- Copywriting
- Content Strategy
- Digital Marketing
- Psychology
- Photoshop
- Influencer Marketing



## SOFT SKILLS

- Communications & teamwork
- Creativity
- Self-development
- Effective story-telling
- Organising & planning
- Accuracy and attention to detail
- Understanding the latest commercial trends
- Design thinking
- Adaptability
- Editing

# COMMUNITY MANAGER

## CAREER PATHWAYS



Skills Framework for the Information Age (SFIA)

- Level 7 - Set strategy, inspire, mobilise
- Level 6 - Initiate/influence
- Level 5 - Ensure/advise
- Level 4 - Enable
- Level 3 - Apply
- Level 2 - Assist
- Level 1 - Follow

## COMMON CERTIFICATIONS

- Facebook Community Manager Certification
- Google Ads Certifications
- Community Manager Mastery Certification

## JOB DESCRIPTION

A Community Manager manages an organization's social media presence by:

- Ensuring various social digital media platforms are in line with brand guidelines and overall communication style of the company.
- Managing social media campaigns on various social media platforms to be in alignment with marketing strategies.
- Implementing social media strategies to increase engagement and followers.
- Staying up-to-date with the latest industry and digital trends.
- Responding to customer inquiries and comments on social media platforms in a timely manner.
- Building relationships with the online community.
- Monitoring and providing feedback on engagements/conversations via social media channels to top management.

## COMPETENCIES

- Experienced in launching community initiatives
- Ability to interpret website traffic
- Strong interpersonal skills to build relationships with and influence stakeholders
- Good event management skills
- Able to handle multiple responsibilities in a dynamic and evolving environment
- Excellent written and verbal communication skills, that can generate impactful content

## COMMON TOOLS

- Google Ads
- Facebook Ads
- Keyhole
- Agorapulse
- Flipboard
- Tweetdeck
- Hootsuite
- Sprout Social
- Demographics Pro
- Sociality.io
- Buffer
- Telegram
- Whatsapp
- Dingtalk

## ESSENTIAL SKILLS

- Digital Marketing Fundamentals
- Social Media Marketing
- Market Reseach
- Content Strategy
- Digital Marketing
- Psychology
- Influencer Marketing



## SOFT SKILLS

- Problem solving
- Time management
- Organising & planning
- Critical thinking
- Communication skills
- Organisational and project management skills
- Stakeholder management
- Interpersonal skills
- Market research skills
- Domain knowledge
- Adaptability
- Engagement skills

# PERFORMANCE MARKETING EXECUTIVE

## CAREER PATHWAYS



Skills Framework for the Information Age (SFIA)

- Level 7 - Set strategy, inspire, mobilise
- Level 6 - Initiate/influence
- Level 5 - Ensure/advise
- Level 4 - Enable
- Level 3 - Apply
- Level 2 - Assist
- Level 1 - Follow

## COMMON CERTIFICATIONS

- Google Analytics Certification
- Google Ads Certifications
- FB media planning certification

## JOB DESCRIPTION

A Performance Marketing Executive is responsible for managing digital activities across social and digital platforms by :

- Leading the execution of digital marketing campaigns across multiple digital media platforms.
- Monitoring, managing and optimising on-going campaigns and reporting via marketing platform analytical tools.
- Analysing websites/apps and identifying analytics/tagging requirements while recommending appropriate actions to ensure campaign success.
- Managing a test and learn strategy across traffic to drive insights into brand traffic behavior.
- Reporting key performance indicators and identifying best practices.
- Exploring new opportunities to grow campaigns more efficiently and effectively.
- Testing new channels to remain trending, competitive and credible.

## COMPETENCIES

- Knowledge of media buying or media planning
- Ability to analyse digital marketing datasets using SQL and Google Data Studio
- Keen to work with numbers, has a fast mathematical mind and is very comfortable working with Microsoft Excel & Google Sheets
- Familiar with paid digital media concepts like CPM, CPC, CTR, CPA, ROAS, RTB, DSP, etc.
- Social networking experience and knowledge in social analytics tools
- Critical -thinker and problem-solver

## COMMON TOOLS

- Google Ads
- Facebook Ads Manager
- LinkedIn Ads Manager
- Demand Side Platforms (DSP)
- Google Analytics
- Google Tag Manager
- Google Data Studio
- Google Sheets
- MS Excel Advance
- Tableau

## ESSENTIAL SKILLS

- Digital Marketing Fundamentals
- Social Media Marketing
- Search Engine Marketing
- Display Media
- Programmatic Media Buying
- Analytical Skills
- Data Visualisation



## SOFT SKILLS

- Problem solving
- Time management
- Mathematical aptitude
- Organisation & planning
- Critical thinking
- Accuracy and attention to detail
- Good reporting skills
- Stakeholder management
- Self-development (keep up-to-date with fast-changing trends)



# SEO STRATEGIST

## CAREER PATHWAYS



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- Level 7 - Set strategy, inspire, mobilise
- Level 6 - Initiate/influence
- Level 5 - Ensure/advise
- Level 4 - Enable
- Level 3 - Apply
- Level 2 - Assist
- Level 1 - Follow

## COMMON CERTIFICATIONS

- Google Analytics Certification
- Google AdWords Certification
- Google Analytics Individual Qualification

## JOB DESCRIPTION

A SEO Strategist is a marketing professional who uses research and analysis to improve search engine rankings of websites or digital platforms by:

- Performing on-going keyword research including discovery and expansion of keyword opportunities.
- Researching and implementing content and Search Engine Optimisation (SEO) recommendations.
- Identifying trends and insights .
- Working with development teams to ensure SEO best practices are properly implemented.
- Working with editorial and marketing teams to drive SEO in content creation and content programming.
- Recommending and implementing changes to website architecture, social media content, marketing campaigns and other factors to improve SEO positions for target keywords.

## COMPETENCIES

- Good understanding of search engine algorithms and ranking methods
- Experienced with SEO industry programmes, such as Google Analytics or Adobe Analytics
- Knowledge of keyword research and data mining tools
- Able to complete competitive analysis of other companies within the industry
- Comfortable analysing high volumes of data on a daily basis
- Familiarity with various content management systems
- Experienced with website optimisation tools
- Experienced in other aspects of marketing, such as customer growth and promotion
- Understand the latest trends & their role in a commercial environment
- Outstanding ability to think creatively and strategically to resolve problems

## COMMON TOOLS

- SEMrush
- Adobe Dreamweaver
- Ahrefs
- Hootsuite
- Wordpress
- Google Trends
- Google Keyword Planner
- Moz Analytics
- Google Search Console

## ESSENTIAL SKILLS

- Search Engine Optimisation (SEO)
- Digital Marketing
- Social Media Marketing
- Data Analysis
- Content Marketing
- Google Analytics
- Google Ads
- Online Marketing
- Search Engine Marketing (SEM)



## SOFT SKILLS

- Research
- Organising & planning
- Self-development
- Good reporting skills
- Problem solving
- Accuracy and attention to detail
- Communication and teamwork

- Technical writing skills
- Creativity
- Adaptability.

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