

<b>SKILLS FRAMEWORK FOR AIR TRANSPORT SKILLS MAP – VICE PRESIDENT</b>		
<b>Sector</b>	Air Transport	
<b>Sub-Sector</b>	Airport	
<b>Track</b>	Passenger Services	
<b>Occupation</b>	Passenger Services Manager	
<b>Job Role</b>	Vice President	
<b>Job Role Description</b>	<p>The Vice President formulates strategies for passenger services operations to ensure performance levels are aligned with evolving customer needs, technological advancements, airline brand identity and business objectives. He/She is responsible for spearheading continuous improvement and business development initiatives to improve the profitability of the business. He leads the development of Standard Operating Procedures (SOPs) and systems to mitigate safety and/or security risks and plays a pivotal role in influencing organisational development by making key decisions on human capital needs.</p> <p>The Vice President for Passenger Services possesses exceptional leadership and stakeholder management skills to cultivate local and international relationships with senior stakeholders in the industry and further the business objectives of the organisation. Furthermore, he has an in-depth knowledge of the airport’s organisational structures, ground handling operations and safety and security regulations to enhance and augment passenger services and systems.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Provide quality customer services	Endorse policies for the delivery of customer services
		Align customer services with evolving customer needs, technological advancements and airline brand identity
	Uphold safety and/or security standards	Strategise organisational workplace safety and security programmes
		Collaborate with authorities and other departments to achieve a strong safety and security culture
		Establish safety and security standards for the organisation
	Influence organisational development	Align human resources with business needs
		Act as coach to develop talents
		Develop and strengthen executive management relations
		Lead organisational succession planning, capability development and employee engagement
	Drive business development operations	Establish and approve long-term vision and strategies
		Identify business opportunities and drive the development of proposals to grow the business
		Formulate operational strategies to ensure attainment of profitability objectives
	Direct activities to increase customer satisfaction and profitability	
	Forge international networks to promote the organisation	

	Build business network	Build business and professional networks at senior executive level within the industry				
		Foster an atmosphere of inclusiveness with diverse stakeholders and the global business community				
<b>Skills &amp; Competencies</b>	<b>Technical Skills &amp; Competencies</b>		<b>Generic Skills &amp; Competencies (Top 5)</b>			
	Airport Service Quality Management	Level 6	Leadership	Advanced		
	Business Development	Level 6	Interpersonal Skills	Advanced		
	Business Negotiation	Level 6	Service Orientation	Advanced		
	Change Management	Level 6	Communication	Advanced		
	Crisis Communication and Media Management	Level 5	Developing People	Advanced		
	Customer Relationship Management	Level 5				
	Financial Planning and Budget Management	Level 5				
	Ground Handling Services and Operations Management	Level 6				
	Human Factors Management	Level 6				
	Inclement Weather Operations and Planning	Level 5				
	Innovation Management	Level 6				
	Internet of Things Application	Level 5				
	Learning and Development	Level 6				
	Manpower Planning	Level 6				
	Process Improvement and Optimisation	Level 6				
	Service Branding and Coaching	Level 5				
	Service Innovation	Level 6				
	Service Level Agreement Management	Level 5				
	Stakeholder Management	Level 6				
Standard Operating Procedures Development	Level 5					
<b>Programme Listing</b>	For a list of Training Programmes available for the Air Transport sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/air-transport">www.skillsfuture.sg/skills-framework/air-transport</a>					

The information contained in this document serves as a guide.