

<b>SKILLS FRAMEWORK FOR AIR TRANSPORT SKILLS MAP – VICE PRESIDENT</b>			
<b>Sector</b>	Air Transport		
<b>Sub-Sector</b>	Airline		
<b>Track</b>	Ground Services		
<b>Occupation</b>	Ground Services Manager		
<b>Job Role</b>	Vice President		
<b>Job Role Description</b>	<p>The Vice President develops the airline’s overall ground services strategies and operating models. He/She drives the end-to-end contracting processes with global ground handling organisations. He is in charge of aligning ground service operations with changing customer needs, new technological developments and the airline’s brand identity. He drives new service improvement programmes to enhance services provided for the passengers and proffers inputs for strategic decisions regarding outsourcing and contracts. He is tasked with the establishment and approval of long-term vision and strategies for the organisation.</p> <p>As the Vice President for Ground Services, he has exceptional communication and interpersonal skills which allow him to build business and professional networks and communicate his strategic plans for the airline. He demonstrates remarkable leadership, organisational and people management skills in order to coach and lead his teams effectively. In addition, he is highly competent in negotiation and solving problems and is strong in service excellence in order to drive the creation of innovative and value-added services for the airline.</p>		
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>		<b>Key Tasks</b>
	Manage ground service standards		Establish airline ground service strategies and operating models
			Drive end-to-end contracting processes with global ground handling organisations
			Align ground service operations with changing customers' needs, new technology developments and airline’s brand identity
			Share expertise and market knowledge with internal and external leadership teams
			Drive new service improvement programmes to enhance ground services
			Implement pilot programmes to improve processes and efficiency of ground services
		Administer quality passenger services	
	Endorse changes to passenger services policies and guidelines		
	Proffer inputs for strategic decisions with regards to outsourcing and contracts		

	Maintain passenger safety and security	Collaborate with authorities and other departments to achieve a strong passenger safety and security culture		
		Establish passenger safety and security standards for the organisation		
	Influence organisational development	Align human resources with business needs		
		Act as coach to develop talents		
		Lead organisational succession planning, capability development and employee engagement		
		Develop and strengthen executive management relations		
	Build business network	Establish and approve long-term vision and strategies		
		Forge international networks to promote the organisation		
		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>	
	Airline Operations Management	Level 6	Leadership	Advanced
	Business Development	Level 6	Problem Solving	Advanced
	Business Negotiation	Level 6	Communication	Advanced
	Change Management	Level 6	Decision Making	Advanced
	Crisis Communication and Media Management	Level 5	Resource Management	Advanced
	Flight Disruptions and Irregular Operations Management	Level 6		
	Human Factors Management	Level 6		
	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 6		
	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>
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The information contained in this document serves as a guide.