

**SKILLS FRAMEWORK FOR AIR TRANSPORT
SKILLS MAP – VICE PRESIDENT**

Sector	Air Transport	
Sub-Sector	Airline	
Track	Cabin Operations	
Occupation	Cabin Operations Manager	
Job Role	Vice President	
Job Role Description	<p>The Vice President establishes and sets the direction of the cabin crew performances and services in line with the brand identity of the airline. He/She champions organisational succession planning, capability development and employee engagement initiatives for the organisation. He develops strategies to drive operational efficiency and passenger satisfaction and increases profitability for the airline. He is able to work closely with the industry partners to identify new business opportunities for the organisation. He also forges international networks to promote the organisation and builds business and professional networks at the senior executive level.</p> <p>As Vice President for Cabin Operations, he is able to demonstrate a positive and passionate attitude towards the industry stakeholders and establish effective working relationships with business leaders, government representatives, passengers, members of the public, unions and other important stakeholders of the organisation. He also possesses exceptional leadership skills, speaking and writing abilities. Furthermore, he has excellent communication, analytical, negotiation and people management skills.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Influence organisational development	Align human resources with business needs
		Develop and strengthen executive management relations
		Lead organisational succession planning, capability development and employee engagement
		Establish and approve long-term vision and strategies
	Drive business development operations	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
	Drive organisational growth	Drive strategy development and implementation of core competencies in the workforce
Leverage organisation's strengths to enhance business competitiveness		
Drive value, alignment and sustainability for the organisation		
	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	
Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies (Top 5)	
	Airline Operations Management	Level 6	Leadership	Advanced
	Business Negotiation	Level 6	Decision Making	Advanced
	Cabin Crew Performance Management	Level 5	Communication	Advanced
	Change Management	Level 6	Global Mindset	Advanced
	Crisis Communication and Media Management	Level 5	Transdisciplinary Thinking	Advanced
	Human Factors Management	Level 6		
	Innovation Management	Level 6		
	Internet of Things Application	Level 5		
	Learning and Development	Level 6		
	Manpower Planning	Level 6		
	Service Branding and Coaching	Level 5		
	Service Innovation	Level 6		
	Stakeholder Management	Level 6		
Standard Operating Procedures Development	Level 5			
Programme Listing	For a list of Training Programmes available for the Air Transport sector, please visit: www.skillsfuture.sg/skills-framework/air-transport			

The information contained in this document serves as a guide.