

<b>SKILLS FRAMEWORK FOR AIR TRANSPORT SKILLS MAP – VICE PRESIDENT</b>		
<b>Sector</b>	Air Transport	
<b>Sub-Sector</b>	Airline	
<b>Track</b>	Customer Services	
<b>Occupation</b>	Customer Services Manager	
<b>Job Role</b>	Vice President	
<b>Job Role Description</b>	<p>The Vice President is responsible for the alignment of customer services with evolving customer needs, technological advancements and airline brand identity. He/She is able to drive strategies to champion service excellence and foster an exceptional customer experience. He develops strategies, long-range plans and innovative ideas to enhance customer operations and services. He also aligns human resources with business needs and develops and strengthens executive management relations. He identifies business opportunities and forges international networks to promote the organisation.</p> <p>As the Vice President for Customer Services, he possesses exceptional communication skills and outstanding analytical and problem-solving skills. He has strong people management skills to coach and lead his teams effectively and demonstrates a positive and passionate attitude towards the industry stakeholders. He also possesses strong leadership skills and exceptional speaking and writing abilities. With expertise in strategic planning, he is able to improve and/or enhance the airline operations and customer service.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Provide quality customer services	Align customer services with evolving customer needs, technological advancements and airline brand identity
		Endorse policies for the delivery of customer services
		Drive strategies to champion service excellence
		Formulate overall customer service strategies and long-range plans
	Perform service innovation activities	Formulate innovative ideas to enhance operations and services
		Identify risks associated with implementation of new services
		Lead the development of new service innovation ideas
		Integrate best-in-class practices and processes into overall customer service offerings
	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

		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		
	Build business network	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 Distribution Channel Strategies	Level 5	Leadership	Advanced
	Airline Marketing	Level 5	Decision Making	Advanced
	Airline Operations Management	Level 6	Global Mindset	Advanced
	Business Development	Level 6	Developing People	Advanced
	Business Negotiation	Level 6	Transdisciplinary Thinking	Advanced
	Change Management	Level 6		
	Crisis Communication and Media Management	Level 5		
	Customer Relationship Management	Level 5		
	Human Factors Management	Level 6		
	Innovation Management	Level 6		
	Learning and Development	Level 6		
	Manpower Planning	Level 6		
	Service Branding and Coaching	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.