

SKILLS FRAMEWORK FOR FOOD MANUFACTURING SKILLS MAP - REGIONAL MANAGER/EXPORT MANAGER				
Sector	Food Manufacturing			
Track	Business Development			
Occupation	Sales Professional			
Job Role	Regional Manager/Export Manager			
Job Role Description	<p>The Regional Manager/Export Manager is responsible for managing the organisation's product sales within a geographical area, typically divided into multiple markets. He/She heads a team of subordinates, each managing an assigned market.</p> <p>He conceives marketing and market development strategies for the team and facilitates their execution by negotiating long-term business partnership arrangements and arranging for relevant certifications, regulatory, and other, obligations required for product export.</p> <p>He possesses international food regulations and other trade-related knowledge. He has strong communication skills to lead a team to meet organisational objectives, and an analytical mind to ensure the effectiveness of business development and marketing efforts across the various markets under his charge.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions		Key Tasks	
	Manage brand equity		Establish brand equity performance goals and measurements to drive brand equity performance	
			Develop strategies for international marketing campaigns, brand communication and public relations	
			Develop brand communication strategies for various international markets	
			Develop and manage international sales and marketing operational plans and public relations strategies for different international markets	
	Drive business-to-business marketing		Negotiate with international partners on new and on-going business collaborations	
			Advise business partners on cost-efficient shipment alternatives, based on prevalent tariffs, insurance and quotas	
			Facilitate fulfilment of food-related certifications, regulatory and other requirements for product export	
	Drive business-to-customer marketing		Develop customer loyalty plans for international markets	
			Establish marketing objectives and strategies for customer acquisition and retention programmes	
			Evaluate effectiveness of customer acquisition and retention programmes in various international markets	
	Develop new business channels		Design market research constructs, parameters and procedures	
			Analyse global industry trends for potential new markets and business opportunities	
		Develop new market entry business strategies		
		Profile new target customers and market segments in international markets		
		Direct the formulation of business questions and development of models used for data-mining and analyses		
		Lead the formulation of data-driven insights and drive the practical application to the business		
		Evaluate effectiveness of customer acquisition and retention programmes in various international markets		
Skills & Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Brand Portfolio Management	Level 4	Communication	Advanced
	Budgeting	Level 4	Decision Making	Intermediate
	Business Continuity Management	Level 4	Problem Solving	Intermediate
	Business Environment Analysis	Level 4	Leadership	Advanced
	Business Negotiation	Level 4	Global Mindset	Intermediate
	Business Networking	Level 5		
	Business Opportunities Development	Level 5		
	Business Performance Management	Level 5		
	Business Relationship Building	Level 5		
	Communications Channel Management	Level 4		
	Conflict Resolution	Level 4		
	Consumer Intelligence Analysis	Level 4		
	Customer Acquisition Management	Level 4		
	Customer Behaviour Analysis	Level 4		
	Customer Loyalty and Retention Strategy Formulation	Level 5		
	E-commerce Campaign Management	Level 4		

	Emergency Response Management	Level 2	
	Food Product Marketing	Level 4	
	International Marketing Programmes Management	Level 4	
	International Trade Legislation for Business	Level 4	
	Market Research	Level 4	
	Marketing Communications Plan Development	Level 4	
	New Export Market Entry Strategy Formulation	Level 5	
	Risk Management	Level 4	
	Product Improvement	Level 2	
	Project Management	Level 4	
	Social Media Marketing	Level 4	
	Stakeholder Management	Level 4	
	Strategy Development	Level 4	
	Systems Thinking	Level 4	
	Technical Presentation	Level 5	
	WSH Performance Management	Level 4	
Programme Listing	For a list of Training Programmes available for the Food Manufacturing sector, please visit: www.skillsfuture.sg/skills-framework/foodmfg		

The information contained in this document serves as a guide.