

SKILLS FRAMEWORK FOR DESIGN SKILLS MAP – HEAD OF DESIGN PRODUCTION					
Sector	Design				
Track	Business				
Sub-track	Design Production				
Occupation	Production, Product and Project Management Professional				
Job Role	Head of Design Production				
Job Role Description	<p>The Head of Design Production leads the design production team to meet the goals and objectives of product plans. He/She possesses a strong grasp of technical knowledge for negotiating agreements and contracts with project partners before commencing design production projects. He develops strategies to mitigate any risks identified during the design production process. He leads teams and nurtures staff by helping them to develop capabilities for reaching their potential.</p> <p>The Head of Design Production is able to engage with stakeholders in all levels of the organisation and can manage multiple priorities. He possesses sound knowledge of technical and traditional art processes as well as production pipelines. In addition, his excellent analytical and problem-solving capabilities enables him to anticipate customer needs and enhance the design of the organisation's products. Lastly, he possesses strong leadership and mentoring skills for developing his team.</p>				
Critical Work Functions and Key Tasks	Critical Work Functions	Administer design production projects	Key Tasks		Performance Expectations (For legislated / regulated occupations)
			Negotiate agreements with project partners		
			Provide technical expertise to project partners and teams during the implementation of projects		
			Establish processes and systems for ensuring production quality and consistency with project partners		
			Collaborate with stakeholders to translate product plans to design production needs		
	Oversee the production process for projects to ensure all parameters in the design product plan are met				
	Maintain design production quality	Approve all final design production details, samples and prototypes			
		Provide justification for the features and benefits of the recommended design production solutions			
		Communicate the impact on design production quality when implementing the recommended design production solutions			
		Develop strategies for mitigating design production risks			
		Assess technical and design production solutions against established Key Performance Indicators			
	Influence organisational development	Develop staff through capability development and coaching			
		Develop on-the-job training programmes			
Facilitate hiring decisions for the organisation					
Lead change management initiatives					
Address complaints and key concerns impacting staff morale and performance					
Skills & Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)		
	Aesthetic and Design Sensibility	Level 4	Leadership	Advanced	
	Business Negotiation	Level 4	Communication	Advanced	
	Business Risk Management	Level 5	Decision Making	Advanced	
	Conceptual Thinking	Level 4	Managing Diversity	Advanced	
	Contract Development and Management	Level 5	Interpersonal Skills	Advanced	
	Critical Thinking	Level 5			
	Data Analysis and Interpretation	Level 4			
	Design Creation and Development	Level 5			
	Design Standards and Specification	Level 5			
	Design Sustainability and Ethics Management	Level 4			
	Design Thinking Practice	Level 5			
	Digital and Physical Prototyping	Level 5			
	Emerging Technology Synthesis	Level 4			
	Form Giving	Level 4			
	Imagination and Exploration	Level 4			

	Material Studies and Production Processes	Level 5	
	Product and Production Engineering	Level 5	
	Project Management	Level 5	
	Stakeholder Management	Level 5	
	Systems Thinking	Level 4	
	Technical Drawing	Level 4	
	User Testing and Usability Testing	Level 5	
Programme Listing	For a list of Training Programmes available for the Design sector, please visit: www.skillsfuture.sg/skills-framework/design		

The information contained in this document serves as a guide.