

SKILLS FRAMEWORK FOR FINANCIAL SERVICES				
SKILLS MAP - HEAD OF BUSINESS DEVELOPMENT/HEAD OF DISTRIBUTION/HEAD OF CHANNEL/HEAD OF PARTNERSHIPS AND AFFINITY MANAGEMENT				
<b>Sector</b>	Financial Services			
<b>Track</b>	Sales, After Sales, Distribution and Relationship Management			
<b>Occupation</b>	Business Development Executive			
<b>Job Role</b>	Head of Business Development/Head of Distribution/Head of Channel/Head of Partnerships and Affinity Management			
<b>Job Role Description</b>	<p>The Head of Business Development/Head of Distribution/Head of Channel/Head of Partnerships and Affinity Management drives the formulation of the organisation's business development strategies, enhances the organisation's current portfolio and drives the sales and marketing activities. He/She works closely with the sales team to efficiently execute strategies aligned with organisational objectives. He continually strengthens working relationships amongst a diverse network of buyers and vendors to assess market demand and innovates to provide new offerings.</p> <p>The Head of Business Development/Head of Distribution/Head of Channel/Head of Partnerships and Affinity Management is a proactive and self-motivated individual, who possesses a strong drive to succeed amidst an evolving business environment.</p>			
<b>Critical Work Functions and Key Tasks / Performance Expectations</b>	<b>Critical Work Functions</b>	Support development of business strategies	<b>Key Tasks</b>	
			Establish business development strategies to ensure alignment with overall organisational strategies	
			Lead team discussions to finalise decisions on business development pursuits	
			Formulate targets and Key Performance Indicators (KPIs) aligned with business development strategies	
			Drive collaboration with internal stakeholders to develop implementation plans for adapting existing products for new business opportunities	
	Enhance current business portfolio	Spearhead distribution and channel approach to various customer segment needs		
		Endorse strategies to grow portfolio of channels to increase sales and revenue		
		Lead collaboration with internal stakeholders to identify opportunities for portfolio enhancement		
		Endorse recommendations on product and service offerings in order to meet market demands, identify cross-selling opportunities and improve revenue streams		
		Lead relationship building with industry players and develop strategies to leverage network for business opportunities and partnerships		
	Drive sales and marketing activities	Formalise new business agreements with identified partners, suppliers and vendors		
		Drive the sales and marketing plans of products to drive growth objectives		
		Endorse events and other promotional methods to promote products and services		
		Endorse events and other promotional methods to engage sales directors and advisors		
	Set budgets for sales and marketing activities			
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Account Management	Level 5	Communication	Advanced
	Budgeting	Level 5	Leadership	Advanced
	Business Environment Analysis	Level 5	Interpersonal Skills	Advanced
	Business Negotiation	Level 5	Decision Making	Advanced
	Business Opportunities Development	Level 5	Problem Solving	Advanced
	Business Risk Assessment	Level 5		
	Channel Management	Level 5		
	Customer Acquisition Management	Level 5		
	Customer Relationship Management	Level 5		
	Ethical Culture	Level 5		

	Market Research and Analysis	Level 5		
	Networking	Level 5		
	Partnership Management	Level 5		
	Product Advisory	Level 5		
	Stakeholder Management	Level 5		
	Strategy Planning	Level 5		
<b>Programme Listing</b>	For a list of Training Programmes available for the Financial Services sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/financial-services">www.skillsfuture.sg/skills-framework/financial-services</a>			

The information contained in this document serves as a guide.