

SKILLS FRAMEWORK SKILLS MAP - Job Role				
Sector	Retail			
Track	Brand Management			
Occupation	Associate			
Job Role	Brand Associate/Assistant			
Job Role Description	<p>The Brand Associate/Assistant supports the implementation of plans and initiatives relating to the brand, customer experience and loyalty in order to drive brand equity. He/she also provides support for market research activities to generate relevant market insights for the organisation.</p> <p>He works in a fast-paced and dynamic environment where he provides coordination and administrative support for various initiatives.</p> <p>He is a meticulous, energetic, organised and collaborative individual. He is a fast and independent learner who is able to multi-task effectively.</p>			
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)	
	Drive brand equity	Support implementation of brand and product plans		
		Maintain intellectual property processes based on established policies		
		Collate information on brand equity performance		
	Establish brand identity	Record customer information based on target profiles		
		Support creation of materials, templates and collaterals		
		Support implementation of brand communication plans		
	Deliver brand experience	Participate in development of brand experience ideas and concepts		
		Conduct brand consistency checks		
		Coordinate brand activities		
		Collate information on brand campaign effectiveness		
	Drive customer loyalty	Track information on target profiles		
		Coordinate customer loyalty plans		
		Implement customer acquisition programmes		
		Track product utilisation and developments		
	Conduct market research	Administer survey tools		
		Assist in desk research through various platforms		
		Perform data entry based on information collected		
		Prepare reports based on survey information and desk research activities		
	Enhance e-Commerce customer experience	Provide frontline inputs to design and development of a customer experience map		
		Execute activities to communicate business value propositions to customers		
		Perform activities to deliver promised customer experience		
		Perform activities to develop organisation capabilities to deliver consistent customer experience		
		Collect customer satisfaction and feedback		
Perform activities to drive higher customer retention and loyalty				
Perform technology implementation activities				
Contribute to development of website usability and overall online customer experience				
Technical Skills & Competencies	Generic Skills & Competencies			
	Brand Campaign Management	Level 2	Interpersonal Skills	Intermediate
	Brand Guideline Development	Level 2	Communication	Intermediate
	Brand Portfolio Management	Level 3	Teamwork	Intermediate

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Skills & Competencies	Business Environment Analysis	Level 2	Service Orientation	Intermediate
	Business Operational Planning	Level 3	Problem Solving	Basic
	Business Opportunities Development	Level 3		
	Business Risk Assessment	Level 3		
	Communications Channel Management	Level 2		
	Compliance with Legal Regulations	Level 1		
	Consumer Intelligence Analysis	Level 2		
	Crisis Management	Level 3		
	Customer Acquisition Management	Level 2		
	Customer Behaviour Analysis	Level 2		
	Customer Experience Innovation	Level 3		
	Customer Relationship Management (CRM)	Level 2		
	Data Analytics	Level 2		
	Data-Mining and Modelling	Level 2		
	E-Commerce Campaign Management	Level 2		
	Events Planning and Management	Level 2		
	Idea Generation and Selection	Level 2		
	Infographics and Data Visualisation	Level 3		
	Intellectual Property Management	Level 2		
	Knowledge Management	Level 1		
	Market Profiling	Level 2		
	Market Research	Level 2		
	Market Trend Analysis	Level 2		
	Problem Identification	Level 2		
	Process Improvement	Level 2		
	Public Relations Campaign Management	Level 2		
	Sentiment Analysis	Level 2		
Social Media Management	Level 2			
Stakeholder Management	Level 2			
User Interface and User Experience (UI and UX) Optimisation	Level 2			
Website Design	Level 2			
Website Performance Management	Level 2			
Workplace Communications	Level 2			
Programme Listing	For a list of Training Programmes available for the Retail sector, please visit www.skillsfuture.sg/skills-framework/retail			

The information contained in this document serves as a guide.