

SKILLS FRAMEWORK SKILLS MAP - Job Role			
Sector	Retail		
Track	Brand Management		
Occupation	Director		
Job Role	Brand Director		
Job Role Description	<p>The Brand Director drives the organisation's brand equity and performance through the establishment of brand strategies, customer loyalty strategies and brand identity. He/she envisions and champions the brand experience across all channels in order to deliver a consistent customer experience. He is also responsible for directing market research efforts for the purpose of strategy development and business planning.</p> <p>He operates in a rapidly transforming business environment where he formulates targeted brand strategies based on his forward-looking view of the business and market landscape.</p> <p>He is a strategic, energetic and innovative leader who is able to inspire a large workforce effectively. He possesses a strong business acumen and broad understanding of consumer, market and industry trends.</p>		
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)
	Drive brand equity	Drive development of brand and product positioning strategies	
		Establish product quality guidelines	
		Establish intellectual property policies and tactics	
		Determine brand equity performance goals and measurements	
		Drive brand equity performance	
	Establish brand identity	Define target profiles of customers	
		Set conceptual and stylistic directions of the brand	
		Express brand personality and identity	
		Establish brand promise	
		Champion brand culture	
		Formulate brand communication strategies	
	Deliver brand experience	Envision brand experience	
		Establish brand delivery standards	
		Set targets for performance of brand campaigns	
		Drive performance of brand campaigns	
	Drive customer loyalty	Define target customer segments for loyalty programmes	
		Formulate customer loyalty strategies	
		Establish guidelines for customer acquisition programmes	
		Establish guidelines for customer retention programmes	
		Evaluate effectiveness of programmes	
	Direct market research	Design market research construct, guidelines and procedures	
		Establish market research parameters	
		Incorporate research findings into strategy development and business planning	
Analyse competition			
Maintain awareness of trends and developments in design, materials, techniques and technology			
Evaluate research insights			
Develop data-driven strategies using analytics			
	Lead design of customer experience across channels		

SKILLS FRAMEWORK SKILLS MAP - Job Role				
Sector	Retail			
Track	Brand Management			
Occupation	Director			
Job Role	Brand Director			
Lead e-Commerce customer experience	Direct communication of business value propositions to customers			
	Oversee delivery of promised values to customers			
	Direct and oversee development of organisation capabilities to deliver consistent customer experience			
	Lead measurement of customer satisfaction and solicitation of customer feedback			
	Innovate customer experience for higher customer retention and loyalty			
	Drive technology to enhance customer experience			
	Ensure all site content serves to meet channel goals and customer expectations in accordance with leading e-Commerce practices			
Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies	
	Brand Campaign Management	Level 5	Leadership	Advanced
	Brand Guideline Development	Level 5	Decision Making	Advanced
	Brand Portfolio Management	Level 5	Global Mindset	Advanced
	Business Continuity Management	Level 5	Managing Diversity	Advanced
	Business Continuity Planning	Level 5	Creative Thinking	Advanced
	Business Environment Analysis	Level 5		
	Business Operational Planning	Level 5		
	Business Opportunities Development	Level 5		
	Business Relationship Building	Level 5		
	Business Risk Assessment	Level 5		
	Communications Channel Management	Level 5		
	Compliance with Legal Regulations	Level 5		
	Consumer Intelligence Analysis	Level 5		
	Crisis Management	Level 5		
	Customer Acquisition Management	Level 5		
	Customer Behaviour Analysis	Level 5		
	Customer Experience Innovation	Level 5		
	Customer Loyalty and Retention Strategy Formulation	Level 5		
	Customer Relationship Management (CRM)	Level 5		
	Data Analytics	Level 4		
	Data-Mining and Modelling	Level 4		
	Events Planning and Management	Level 4		
	Infographics and Data Visualisation	Level 4		
	International Marketing Programmes Management	Level 5		
	Intellectual Property Management	Level 5		
	Knowledge Management	Level 5		
	Market Profiling	Level 5		
	Market Research	Level 5		
	Market Trend Analysis	Level 5		
	Market Entry Strategy Formulation	Level 5		
	Organisational Alignment and Interdependency Analysis	Level 5		
	Organisational Planning and Target Setting	Level 5		
	Organisational Strategy Formulation	Level 5		
Process Improvement	Level 5			
Project After Action Review	Level 5			
Project Cost	Level 4			
Project Feasibility	Level 5			
Project Integration	Level 5			
Project Plan	Level 5			
Project Quality	Level 4			

SKILLS FRAMEWORK SKILLS MAP - Job Role				
Sector	Retail			
Track	Brand Management			
Occupation	Director			
Job Role	Brand Director			
	Project Resources	Level 5		
	Project Risk	Level 5		
	Project Scope	Level 5		
	Project Timeline	Level 4		
	Public Relations Campaign Management	Level 5		
	Sentiment Analysis	Level 5		
	Social Media Management	Level 5		
	Stakeholder Management	Level 5		
	User Interface and User Experience (UI And UX) Optimisation	Level 5		
	Website Performance Management	Level 5		
	Workplace Communications	Level 5		
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.