

SKILLS FRAMEWORK SKILLS MAP - Job Role			
Sector	Retail		
Track	Brand Management		
Occupation	Executive		
Job Role	Brand Executive/Customer Loyalty Executive		
Job Role Description	<p>The Brand Executive/Customer Loyalty Executive implements plans and initiatives relating to the brand, customer experience and loyalty in order to drive the organisation's brand equity. He/she is also responsible for conducting market research activities to forecast emerging market needs that are relevant for the organisation.</p> <p>He works in a fast-paced and dynamic environment where he ensures compliance of the brand identity throughout the organisation.</p> <p>He is a meticulous, energetic, collaborative and people-oriented individual. He is a fast and independent learner who is able to effectively multi-task effectively.</p>		
Critical Work Functions and Key Tasks / Performance Expectations	Drive brand equity	Implement brand plans	
		Monitor product quality, design and brand alignment	
		Apply intellectual property processes	
		Track brand equity performance	
	Establish brand identity	Analyse target profiles	
		Generate creative materials, templates and collaterals	
		Generate customer awareness	
		Demonstrate brand promise	
		Implement brand communication plans	
	Deliver brand experience	Contribute to brand experience ideas and concepts	
		Ensure brand consistency across the organisation, stores and products	
		Execute brand campaigns	
		Review effectiveness of brand campaigns	
	Drive customer loyalty	Analyse target profiles	
		Execute customer loyalty plans	
		Maintain customer acquisition programmes	
		Maintain customer retention programmes	
		Analyse product utilisation and developments	
		Monitor effectiveness of programmes	
	Conduct market research	Conduct research to identify emerging trends on consumers	
		Develop survey tools to gather relevant data	
		Assess customers' interests level and needs through analysis of trends and past performance	
		Analyse market trends and development that may impact offline marketing activities	
		Forecast emerging market needs	
Ideate appropriate recommendations to address market opportunities and threats			
Assess alternate market research channels			
	Provide inputs and insights to design and development of customer experience to ensure consistent value propositions across multiple channels		
	Execute activities to communicate business value propositions to customers		

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Enhance e-Commerce customer experience	Execute delivery of promised customer experience			
	Implement activities that develop organisation capabilities to deliver consistent customer experience			
	Design, collect and analyse customer satisfaction and feedback			
	Implement innovation campaigns to drive higher customer retention and loyalty			
	Execute technology implementation activities			
	Monitor latest technology and consumer trends			
	Ensure customer data integrity			
Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies	
	Brand Campaign Management	Level 3	Interpersonal Skills	Intermediate
	Brand Guideline Development	Level 3	Communication	Intermediate
	Brand Portfolio Management	Level 3	Creative Thinking	Intermediate
	Business Environment Analysis	Level 3	Teamwork	Intermediate
	Business Operational Planning	Level 3	Problem Solving	Intermediate
	Business Opportunities Development	Level 3		
	Business Risk Assessment	Level 3		
	Communications Channel Management	Level 3		
	Compliance with Legal Regulations	Level 3		
	Consumer Intelligence Analysis	Level 3		
	Crisis Management	Level 3		
	Customer Acquisition Management	Level 3		
	Customer Behaviour Analysis	Level 3		
	Customer Experience Innovation	Level 3		
	Customer Relationship Management (CRM)	Level 3		
	Data Analytics	Level 3		
	Data-Mining and Modelling	Level 3		
	E-Commerce Campaign Management	Level 2		
	Events Planning and Management	Level 3		
	Idea Generation and Selection	Level 3		
	Infographics and Data Visualisation	Level 3		
	Intellectual Property Management	Level 3		
	Knowledge Management	Level 2		
	Market Profiling	Level 3		
	Market Research	Level 3		
	Market Trend Analysis	Level 3		
	Problem Identification	Level 3		
	Process Improvement	Level 3		
	Project Administration	Level 2		
	Project Cost	Level 3		
	Project Plan	Level 3		
	Project Quality	Level 3		
Project Risk	Level 3			
Project Scope	Level 3			
Project Timeline	Level 3			
Public Relations Campaign Management	Level 3			
Sentiment Analysis	Level 3			
Social Media Management	Level 3			
Stakeholder Management	Level 3			
User Interface and User Experience (UI and UX) Optimisation	Level 3			
Website Design	Level 3			

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	Website Performance Management	Level 3		
	Workplace Communications	Level 3		
<b>Programme Listing</b>	For a list of Training Programmes available for the Retail sector, please visit <a href="http://www.skillsfuture.sg/skills-framework/retail">www.skillsfuture.sg/skills-framework/retail</a>			

The information contained in this document serves as a guide.