

SKILLS FRAMEWORK SKILLS MAP - Job Role				
Sector	Retail			
Track	E-Commerce			
Occupation	Associate			
Job Role	E-Commerce Associate/Assistant			
Job Role Description	<p>The E-Commerce Associate/Assistant contributes to the growth of the e-commerce business by supporting plans relating to customer experience and customer order fulfilment. He/she provides support to maintain the technology and infrastructure required to sustain the e-commerce operations. In addition, he collates information to generate data-driven commercial insights and coordinates with business partners.</p> <p>He works in a fast-paced and digitally-centric environment where he ensures and provides coordination and operational support for the e-commerce business.</p> <p>He is an energetic, customer-oriented and collaborative individual 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 e-Commerce business growth	Coordinate e-Commerce activities		
		Execute sales, promotions, brand, marketing and social media programmes and/or activities over digital platforms		
		Collate data for category performance, sales and demand forecasting reports		
		Collate data on customers' shopping behaviours, brand and marketing activities		
		Coordinate with cross-functional teams on execution of brand, marketing and e-commerce activities		
		Collate information on local and international business, market trends, new business opportunities and market segments		
	Drive technology and infrastructure enablement	Maintain and update contents for organisation's website		
		Track data on system and network effectiveness for analysis		
		Perform tests to ensure smooth functionality of website		
		Perform crisis management activities		
		Coordinate with existing IT vendors for resolutions		
		Collate information on emerging technological changes		
	Enhance e-Commerce customer experience	Demonstrate service vision		
		Implement operations for service excellence		
		Respond to service challenges		
		Engage in service innovation initiatives		
		Work in a diverse service environment		
		Acquire industry information		
		Execute customer retention and loyalty activities		
Contribute to development of website usability and overall online customer experience				
Generate data-driven commercial insights	Support data-mining and data analysis			
	Support analysis of data to generate insights			
Execute customer order fulfilment	Liaise with relevant internal functions to fulfil customers' orders based on established procedures and service level agreement			
	Coordinate with external partners to ensure smooth processing and delivery of customer orders			
Manage relationships with partners	Coordinate with business partners			
	Collate feedback on quality and partnership			
	Technical Skills & Competencies		Generic Skills & Competencies	
	Brand Campaign Management	Level 2	Teamwork	Intermediate
	Brand Portfolio Management	Level 3	Service Orientation	Intermediate

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Skills & Competencies	Business Operational Planning	Level 3	Communication	Basic
	Business Opportunities Development	Level 3	Problem Solving	Basic
	Business Relationship Building	Level 2	Creative Thinking	Basic
	Colour Concept Application	Level 2		
	Communications Channel Management	Level 2		
	Compliance with Legal Regulations	Level 1		
	Conflict Management	Level 2		
	Consumer Intelligence Analysis	Level 2		
	Content Management	Level 2		
	Content Management System Utilisation	Level 2		
	Content Writing and Editing	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 1		
	Data-mining and Modelling	Level 2		
	Delivery Management	Level 2		
	Delivery Optimisation	Level 2		
	Digital Asset and File Management	Level 2		
	Drive Productivity and Innovation	Level 1		
	E-Commerce Campaign Management	Level 2		
	Emerging Technology	Level 3		
	Game-based Marketing	Level 2		
	Infographics and Data Visualisation	Level 2		
	Idea Generation and Selection	Level 2		
	Innovation Management	Level 2		
	International Marketing Programmes Management	Level 2		
	Inventory Control	Level 2		
	Intellectual Property Management	Level 2		
	ICT Disaster Recovery Management	Level 2		
	Knowledge Management	Level 2		
	Market Research	Level 2		
	Market Trend Analysis	Level 2		
	Marketing Campaign Management	Level 2		
	Mobile Apps Marketing	Level 2		
	Order Fulfilment and Returns Processing	Level 2		
	Organisational Relationship Building	Level 3		
	Paid Search Engine Marketing (SEM)	Level 2		
	Problem Identification	Level 2		
	Process Improvement	Level 2		
Product Advisory	Level 2			
Productivity Improvement	Level 1			
Rules-based Copy Editing	Level 2			
Sales Target Management	Level 3			
Sentiment Analysis	Level 2			
Search Engine Optimisation (SEO)	Level 2			
Service Challenges	Level 1			
Service Innovation	Level 1			
Service Leadership	Level 1			
Service Planning and Implementation	Level 1			
Social Media Marketing	Level 2			
Social Media Management	Level 2			

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	Stakeholder Management	Level 2		
	Systems Thinking Application	Level 3		
	Typeface and Layout Production	Level 2		
	User Interface and User Experience (UI/UX) Optimisation	Level 2		
	Visual Collaterals Production	Level 2		
	Visual Design and Communication Principles	Level 2		
	Website Design	Level 2		
	Website Performance Management	Level 2		
	Workplace Communications	Level 2		
Programme Listing				