

SKILLS FRAMEWORK SKILLS MAP - Job Role			
Sector	Retail		
Track	E-Commerce		
Occupation	Director		
Job Role	E-Commerce Director		
Job Role Description	<p>The E-Commerce Director develops business opportunities for the organisation by driving e-commerce business growth, customer experience and online category management. He/she oversees the organisation's order fulfilment, technology and infrastructural plans required to support the e-Commerce business. He is also responsible for formulating data-driven commercial insights and fostering strategic relationships with stakeholders for the business.</p> <p>He works in a rapidly transforming digitally-centric environment where he devises strategies to expand and optimise the organisation's e-commerce presence.</p> <p>He is a forward-looking and results-oriented leader who is able to negotiate strategically. He is also technology-savvy with strong business acumen.</p>		
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)
	Develop business opportunities	Contribute to formulation of organisational vision, mission and values	
		Evaluate local and international business environment and landscape	
		Develop business continuity strategies, policies and plans	
		Develop new market entry business strategies	
		Manage risks across business units	
	Drive e-Commerce business growth	Develop operational plans to drive business performance and excellence	
		Direct management of crisis situations	
		Develop budget	
		Evaluate business unit's financial performance	
		Conduct functional analysis for the organisation	
		Lead collaboration with cross-functional team on e-Commerce related activities	
		Drive sales, promotions, marketing and social media campaigns over digital platforms	
	Drive technology and infrastructure enablement	Lead formulation of technology strategies and roadmaps	
		Lead development and deployment of disaster recovery plans	
		Strategise, lead, and oversee performance of technology vendor relationships	
		Oversee usage and maintenance of IT infrastructure and networks	
		Monitor and leverage latest technology and consumer trends	
		Evaluate technologies and processes to improve operational performance	
		Direct procurement and implementation of new technologies	
	Lead e-Commerce customer experience	Champion a service excellence ethos	
		Strategise service operations	
		Strategise workforce for service excellence	
		Drive customer loyalty for service excellence	
Drive service quality and customer satisfaction			
Drive branding and communication for service excellence			
Evaluate organisation for business excellence			
Develop service recovery framework			
Champion service innovation culture			

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		Innovate customer experience		
	Formulate data-driven commercial insights	Lead formulation of business data		
		Direct design and development of data models		
		Direct data-mining and analysis process		
		Lead formulation of data-driven insights and drive the practical application to the business		
		Supervise development, evaluation and enhancement of predictive models		
		Review business impacts from data analytics insights		
		Drive exploration and development of latest data science techniques		
		Oversee analytics as a key competence throughout the organisation and provide ongoing consultative services		
		Manage customer order fulfilment	Define and revise order fulfilment policies and procedures	
	Oversee fulfilment activities against established procedures and service level agreement			
	Measure order fulfilment and customer satisfaction performance			
	Foster relationships with stakeholders	Formulate partnership cultivation plans		
		Develop and maintain business and professional networks		
		Establish and maintain strategic business partner relationships		
		Evaluate performance and contribution of strategic business partners		
		Manage conflicts		
		Direct negotiation policies and develop negotiation limits		
		Strategise partners for service excellence		
		Technical Skills & Competencies	Generic Skills & Competencies	
	Brand Campaign Management	Level 5	Leadership	Advanced
	Brand Portfolio Management	Level 4	Decision Making	Advanced
	Business Continuity Management	Level 5	Developing People	Advanced
	Business Continuity Planning	Level 5	Communication	Advanced
	Business Negotiation	Level 5	Problem Solving	Advanced
	Business Operational Planning	Level 5		
	Infographics and Data Visualisation	Level 5		
Business Performance Management	Level 5			
Business Relationship Building	Level 5			
Business Risk Assessment	Level 5			
Communications Channel Management	Level 5			
Compliance with Legal Regulations	Level 5			
Conflict Management	Level 5			
Consumer Intelligence Analysis	Level 5			
Content Management	Level 5			
Content Management System Utilisation	Level 5			
Content Writing and Editing	Level 5			
Crisis Management	Level 5			
Customer Acquisition Management	Level 5			
Customer Behaviour Analysis	Level 5			
Customer Experience Innovation	Level 5			

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<b>Skills &amp; Competencies</b>	Customer Loyalty and Retention Strategy Formulation	Level 5		
	Customer Relationship Management (CRM)	Level 5		
	Data Analytics	Level 4		
	Data-mining and Modelling	Level 4		
	Delivery Management	Level 4		
	Delivery Optimisation	Level 5		
	Demand Analysis	Level 5		
	Digital Asset and File Management	Level 5		
	Drive Productivity and Innovation	Level 5		
	E-Commerce Campaign Management	Level 5		
	Emerging Technology	Level 5		
	Game-based Marketing	Level 5		
	Innovation Management	Level 5		
	Infographics and Data Visualisation	Level 4		
	International Marketing Programmes Management	Level 5		
	Inventory Control	Level 5		
	Intellectual Property Management	Level 5		
	ICT Disaster Recovery Management	Level 5		
	Knowledge Management	Level 5		
	Market Entry Strategy Formulation	Level 5		
	Market Research	Level 5		
	Market Trend Analysis	Level 5		
	Marketing Campaign Management	Level 5		
	Mobile Apps Marketing	Level 5		
	Organisational Alignment and Interdependency Analysis	Level 5		
	Organisational Planning and Target Setting	Level 5		
	Organisational Strategy Formulation	Level 5		
	Paid Search Engine Marketing (SEM)	Level 5		
	Process Improvement	Level 5		
	Productivity and Innovation Strategy	Level 5		
	Productivity Improvement	Level 5		
	Sentiment Analysis	Level 5		
	Search Engine Optimisation (SEO)	Level 5		
	Service Brand	Level 5		
Service Challenges	Level 5			
Service Leadership	Level 5			
Service Planning and Implementation	Level 5			
Service Partnerships	Level 5			
Social Media Marketing	Level 5			
Social Media Management	Level 5			
Stakeholder Management	Level 5			
Systems Thinking Application	Level 5			
Technology Strategy Formulation	Level 5			
Vision Leadership	Level 5			
Visual Design and Communication Principles	Level 4			
Website Performance Management	Level 5			
Workplace Communications	Level 5			
<b>Programme Listing</b>				