

SKILLS FRAMEWORK SKILLS MAP - Job Role			
Sector	Retail		
Track	E-Commerce		
Occupation	Executive		
Job Role	E-Commerce Executive		
Job Role Description	<p>The E-Commerce Executive contributes to the growth of the e-commerce business by enhancing the customer experience, executing customer order fulfilment and maintaining the technology and infrastructure. He/she is also responsible for performing data analysis to generate data-driven commercial insights and managing relationships with partners.</p> <p>He works in a fast-paced and digitally-centric environment where he ensures seamless end-to-end integration of the e-commerce business.</p> <p>He is an energetic, collaborative and results-oriented self-starter. He is technology-savvy, structured and is able to operate well in a team under pressure.</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	Implement e-Commerce activities	
		Contribute to revenue and profitability growth across digital platforms	
		Identify strategic business partnerships	
		Implement new business collaboration initiatives	
		Monitor sales, promotions, marketing and social media programmes and/or activities over digital platforms	
		Coordinate with cross-functional teams on execution of brand, marketing and e-Commerce activities	
		Monitor new market trends, business opportunities and market segments in global and local landscape	
	Drive technology and infrastructure enablement	Provide specialised knowledge and insights to the development of technology strategies and roadmaps	
		Implement preventive and corrective measures of disaster recovery plans	
		Execute vendor relationship management activities	
		Operate and maintain existing IT infrastructure and networks based on standard operating procedures	
		Monitor and maintain smooth functionality of website	
		Monitor new and emerging technologies	
		Implement new systems and technologies	
	Enhance e-Commerce customer experience	Role model service vision	
		Manage operations for service excellence	
		Manage a diverse service environment	
		Coach for service performance	
		Establish relationships for customer confidence	
		Manage service quality and customer satisfaction	
		Implement customer retention and loyalty programmes	
	Generate data-driven commercial insights	Perform data-mining and data analysis	
		Execute activities driven by data analytics	
Track and report business outcomes of data-driven insights			
Prepare insights reports on data-mining outcomes			
Execute customer order fulfilment	Monitor fulfillment of customers' orders via store pickup or delivery service		
	Coordinate order processing, delivery and returns of customer orders		
	Maintain business partnerships		

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	Manage relationships with partners	Organise relevant information to contribute to negotiation efforts with partners		
		Review partner performance		
	Technical Skills & Competencies		Generic Skills & Competencies	
<b>Skills &amp; Competencies</b>	Brand Campaign Management	Level 3	Communication	Intermediate
	Brand Portfolio Management	Level 3	Teamwork	Intermediate
	Business Continuity Management	Level 3	Problem Solving	Intermediate
	Business Negotiation	Level 3	Interpersonal Skills	Intermediate
	Business Operational Planning	Level 3	Service Orientation	Intermediate
	Business Opportunities Development	Level 3		
	Business Relationship Building	Level 3		
	Business Risk Assessment	Level 3		
	Colour Concept Application	Level 3		
	Communications Channel Management	Level 3		
	Compliance with Legal Regulations	Level 3		
	Conflict Management	Level 3		
	Consumer Intelligence Analysis	Level 3		
	Content Management	Level 3		
	Content Management System Utilisation	Level 3		
	Content Writing and Editing	Level 3		
	Crisis Management	Level 3		
	Customer Acquisition Management	Level 3		
	Customer Behaviour Analysis	Level 3		
	Customer Loyalty and Retention Strategy Formulation	Level 4		
	Customer Experience Innovation	Level 3		
	Customer Relationship Management (CRM)	Level 3		
	Data Analytics	Level 3		
	Data-mining and Modelling	Level 3		
	Infographics and Data Visualisation	Level 3		
	Delivery Management	Level 3		
	Delivery Optimisation	Level 3		
	Digital Asset and File Management	Level 3		
	Drive Productivity and Innovation	Level 3		
	E-Commerce Campaign Management	Level 3		
	ICT Disaster Recovery Management	Level 3		
	Emerging Technology	Level 3		
	Game-based Marketing	Level 2		
	Infographics and Data Visualisation	Level 4		
	Idea Generation and Selection	Level 3		
	Innovation Management	Level 3		
International Marketing Programmes Management	Level 2			
Inventory Control	Level 3			
Intellectual Property Management	Level 3			
Knowledge Management	Level 2			
Market Research	Level 3			
Market Trend Analysis	Level 3			
Marketing Campaign Management	Level 3			
Mobile Apps Marketing	Level 3			
Order Fulfilment and Returns Processing	Level 3			
Paid Search Engine Marketing (SEM)	Level 3			
Problem Identification	Level 3			
Process Improvement	Level 3			

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	Product Advisory	Level 3		
	Productivity Improvement	Level 3		
	Rules-based Copy Editing	Level 3		
	Sales Target Management	Level 3		
	Sentiment Analysis	Level 3		
	Search Engine Optimisation (SEO)	Level 3		
	Service Challenges	Level 3		
	Service Coaching	Level 3		
	Service Innovation	Level 3		
	Service Leadership	Level 3		
	Service Planning and Implementation	Level 3		
	Social Media Marketing	Level 3		
	Social Media Management	Level 3		
	Stakeholder Management	Level 3		
	Systems Thinking Application	Level 3		
	Typeface and Layout Production	Level 3		
	User Interface and User Experience (UI/UX) Optimisation	Level 3		
	Vision Leadership	Level 3		
	Visual Collaterals Production	Level 3		
	Visual Design and Communication Principles	Level 3		
Website Design	Level 3			
Website Performance Management	Level 3			
Workplace Communications	Level 3			
Programme Listing				