

SKILLS FRAMEWORK SKILLS MAP - Job Role			
Sector	Retail		
Track	E-Commerce		
Occupation	Manager		
Job Role	E-Commerce Manager		
Job Role Description	<p>The E-Commerce Manager drives the growth of the e-commerce business by enhancing customer experience and managing customer order fulfilment, technology and infrastructural plans. He/she is also responsible for generating data-driven commercial insights and managing relationships with partners for the business.</p> <p>He works in a fast-paced and digitally-centric environment where he oversees the end-to-end commercialisation and operationalisation of the e-commerce business.</p> <p>He is an energetic, collaborative and results-oriented team leader. He is technology-savvy with strong business acumen and is able to manage multiple projects 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	Analyse new market trends, business opportunities and market segments in global and local landscape	
		Implement e-Commerce strategic and tactical programmes	
		Develop e-Commerce campaigns	
		Drive e-commerce sales performance	
		Manage and review e-commerce operations and processes	
		Manage cross-functional partners on all aspects of the e-commerce business	
		Manage sales, promotions, marketing and social media campaigns and programmes over digital platforms	
	Drive technology and infrastructure enablement	Develop and implement roadmaps for online store's functionality	
		Develop and manage technology disaster recovery plans	
		Develop, manage, and measure performance of technology vendor relationships	
		Manage usage and maintenance of IT infrastructure and networks	
		Manage procurement and implementation of new technologies	
		Monitor latest technology and consumer trends and assess suitability for the organisation	
	Enhance e-Commerce customer experience	Lead with service vision	
		Develop service operations	
		Foster service innovation	
		Optimise workforce for service excellence	
		Develop a service recovery framework	
		Manage service brand	
		Analyse service quality and customer satisfaction	
		Develop new products and services	
		Manage customer retention and loyalty programmes	
	Generate data-driven commercial insights	Generate business questions requiring data-mining and analysis	
Create and distribute digital dashboards			
Analyse past performance of collections, categories and campaigns to improve marketing effectiveness and Return on Investment (ROI)			
Monitor and review data-mining and analytics tools			
Manage application of data-driven insights to solve business problems			
Generate ideas and strategies based upon data-driven insights and recommendations			

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	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		
	Manage relationships with partners	Manage partnerships for service excellence		
		Assess potential partnership prospects		
		Evaluate partnership performance		
<b>Skills &amp; Competencies</b>	Technical Skills & Competencies		Generic Skills & Competencies	
	Brand Campaign Management	Level 4	Leadership	Advanced
	Brand Portfolio Management	Level 4	Problem Solving	Advanced
	Business Continuity Management	Level 4	Decision Making	Advanced
	Business Continuity Planning	Level 4	Communication	Advanced
	Business Negotiation	Level 4	Interpersonal Skills	Intermediate
	Business Operational Planning	Level 4		
	Business Opportunities Development	Level 4		
	Business Performance Management	Level 4		
	Business Relationship Building	Level 4		
	Business Risk Assessment	Level 4		
	Communications Channel Management	Level 4		
	Compliance with Legal Regulations	Level 4		
	Conflict Management	Level 4		
	Consumer Intelligence Analysis	Level 4		
	Content Management	Level 3		
	Content Management System Utilisation	Level 3		
	Content Writing and Editing	Level 3		
	Crisis Management	Level 4		
	Customer Acquisition Management	Level 4		
	Infographics and Data Visualisation	Level 4		
	Customer Experience Innovation	Level 4		
	Customer Loyalty and Retention Strategy Formulation	Level 4		
	Customer Relationship Management (CRM)	Level 4		
	Data Analytics	Level 4		
	Data-mining and Modelling	Level 4		
	Delivery Management	Level 4		
	Delivery Optimisation	Level 4		
	Digital Asset and File Management	Level 4		
	E-Commerce Campaign Management	Level 4		
	Emerging Technology	Level 4		
	Game-based Marketing	Level 4		
	Infographics and Data Visualisation	Level 4		
	Idea Generation and Selection	Level 4		
Innovation Management	Level 4			
International Marketing Programmes Management	Level 3			
Inventory Control	Level 4			
Intellectual Property Management	Level 4			
ICT Disaster Recovery Management	Level 4			
Knowledge Management	Level 4			
Market Entry Strategy Formulation	Level 4			
Market Research	Level 4			
Market Trend Analysis	Level 4			

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	Marketing Campaign Management	Level 4		
	Order Fulfilment and Returns Processing	Level 4		
	Organisational Alignment and Interdependency Analysis	Level 4		
	Organisational Planning and Target Setting	Level 4		
	Organisational Strategy Formulation	Level 4		
	Paid Search Engine Marketing (SEM)	Level 4		
	Problem Identification	Level 4		
	Process Improvement	Level 4		
	Drive Productivity and Innovation	Level 4		
	Productivity and Innovation Strategy	Level 4		
	Productivity Improvement	Level 4		
	Rules-based Copy Editing	Level 4		
	Sentiment Analysis	Level 4		
	Search Engine Optimisation (SEO)	Level 4		
	Service Brand	Level 4		
	Service Challenges	Level 4		
	Service Leadership	Level 4		
	Service Planning and Implementation	Level 4		
	Service Partnerships	Level 4		
	Social Media Marketing	Level 4		
	Social Media Management	Level 4		
	Stakeholder Management	Level 4		
	Systems Thinking Application	Level 4		
	Technology Strategy Formulation	Level 4		
	Typeface and Layout Production	Level 4		
	User Interface and User Experience (UI/UX) Optimisation	Level 4		
	Vision Leadership	Level 4		
	Visual Design and Communication Principles	Level 4		
Website Design	Level 4			
Website Performance Management	Level 4			
Workplace Communications	Level 4			
Programme Listing				