

**SKILLS FRAMEWORK FOR SEA TRANSPORT  
SKILLS MAP - HEAD OF NETWORK PLANNING**

<b>Sector</b>	Sea Transport			
<b>Track</b>	Shipping			
<b>Sub-track</b>	Commercial Management			
<b>Occupation</b>	Network Planner			
<b>Job Role</b>	<b>Head of Network Planning</b>			
<b>Job Role Description</b>	<p>The Head of Network Planning drives the development of global services and capacity, ensuring smooth operation, service integrity, cost efficiency and optimal flow of cargo through the global network. He/She formulates strategic plans to address structural and capacity issues and sets yield strategy to drive various commercial teams and cargo types. He directs the strategic evaluation of trade-offs between volume and market share, yield, reliability and costs.</p> <p>He has excellent stakeholder and leadership skills and is required to maintain strong stakeholder relationships and pursue business opportunities.</p>			
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>		<b>Key Tasks</b>	
	Engage in network products and/or services planning		Formulate strategies to align network plans with target markets, product segments, localised products and services	
			Extend market reach and revenue bases according to potential growth areas and business opportunities	
			Review and implement tonnage and chartering strategies to improve existing services, through product rationalisation and/or service redesign	
			Lead the development of new and/or potential products, services, loops and/or strings based on results of feasibility studies	
	Optimise performance of products and/or services		Drive the creation of new services and/or products to meet network demands and requirements	
			Oversee main line/feeder operations and vessel utilisation within the network	
			Drive strategies to enhance cost optimisation processes to maximise yield	
			Oversee utilisation within the network area and formulate strategies to address structural, scheduling and capacity issues	
			Drive revenue improvement strategies to ensure trade-offs according to organisational objectives	
Manage network relationships		Review organisational feedback on product performance and lead service network reviews		
		Drive strategic network partnering implementation plans		
		Strengthen networks with existing and potential partners to expand network coverage and grow market share		
		Lead contractual negotiations with partners and advise on key contract terms		
		Formulate organisation policy and procedures to mitigate gaps in the management of products		
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Business Opportunities Development	Level 5	Decision Making	Advanced
	Business Performance Management	Level 5	Communication	Advanced
	Business Planning	Level 5	Leadership	Advanced
	Change Management	Level 5	Resource Management	Advanced
	Continuous Improvement Management	Level 5	Transdisciplinary Thinking	Advanced
	Contract and Vendor Management	Level 5		
	Cyber Security	Level 3		
	Demand Analysis	Level 5		
	Innovation	Level 5		
	Market Research	Level 5		
	Networking	Level 5		
	Organisational Strategy and Policy Realisation	Level 6		
	Project Feasibility Assessment	Level 5		
	Resource Management	Level 5		
	Shipping Network Operations Management	Level 5		
Stakeholder Management	Level 5			
Systems Thinking Application	Level 5			
<b>Programme Listing</b>	For a list of Training Programmes available for the Sea Transport sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/sea-transport">www.skillsfuture.sg/skills-framework/sea-transport</a>			

The information contained in this document serves as a guide.