

**SKILLS FRAMEWORK FOR SEA TRANSPORT  
SKILLS MAP - HEAD OF STRATEGY AND ANALYSIS**

|  |  |                 |   |          |
|--|--|-----------------|---|----------|
| <b>Sector</b>                                | Sea Transport  |                 |   |          |
| <b>Track</b>                                 | Shipping   |                 |   |          |
| <b>Sub-track</b>                             | Commercial Management  |                 |   |          |
| <b>Occupation</b>                            | Shipping Analyst   |                 |   |          |
| <b>Job Role</b>                              | <b>Head of Strategy and Analysis</b>   |                 |   |          |
| <b>Job Role Description</b>                  | <p>The Head of Strategy and Analysis provides overall strategic leadership to enhance the organisation's business portfolio. He/She drives the formulation of strategic plans and pursues new business opportunities. He develops and executes strategies according to organisational objectives, business plans, and policies, and may be required by the organisation to provide recommendations to improve operational performance and/or enhance cost efficiency, while ensuring alignment with stakeholder interests.</p> <p>He is articulate and has organisational skills. He is entrepreneurial and perceptive to identify market opportunities that enhances local positions.</p> |                 |   |          |
| <b>Critical Work Functions and Key Tasks</b> | <b>Critical Work Functions</b>   |                 | <b>Key Tasks</b>  |          |
|  | Analyse and anticipate market developments   |                 | <p>Lead the identification of cross-functional opportunities to optimise business processes based on operational trend projections, fleet supply and trade routes</p> <p>Synthesise analyses across internal data and information sources, macro and sector trends and stakeholder insights to anticipate overall market developments</p>   |          |
|  | Analyse and enhance operational performance  |                 | <p>Devise strategies to manage risks and enhance reporting processes to maximise efficiency and ensure the optimal allocation of resources</p> <p>Develop strategies to enhance voyage and port/cargo operations</p> <p>Formulate targets and key performance indicators (KPIs) aligned to business development strategies and organisational policies</p> <p>Lead the development of business intelligence frameworks to improve data analytics, predictive modelling and market assessments</p>   |          |
|  | Formulate strategic business plans   |                 | <p>Provide strategic recommendations to pursue competitive business advantage opportunities across the value-chain</p> <p>Lead local and/or regional team discussions to finalise decisions on business development pursuits</p> <p>Formulate strategic business plans, taking into account organisational priorities, business plans, resource planning and policy formation</p> <p>Drive collaboration with internal stakeholders to develop implementation plans for adapting existing shipping portfolios to new business opportunities</p> |          |
|  | Service client accounts for provision of data and research   |                 | <p>Lead presentations to clients such as ship owners, cargo owners regarding developments in the shipping market</p> <p>Review and provide commentaries to leading publications</p>   |          |
|  | <b>Technical Skills and Competencies</b>   |                 | <b>Generic Skills and Competencies (Top 5)</b>  |          |
|  | Benchmarking   | Level 5         | Leadership  | Advanced |
|  | Budgeting  | Level 5         | Communication   | Advanced |
|  | Business Data Analysis   | Level 4         | Developing People   | Advanced |
|  | Business Negotiation   | Level 5         | Problem Solving   | Advanced |
| Business Performance Management              | Level 5  | Decision Making | Advanced  |          |
| Business Planning                            | Level 5  |                 |   |          |
| Business Presentation Delivery               | Level 5  |                 |   |          |
| Continuous Improvement Management            | Level 5  |                 |   |          |
| Cyber Security                               | Level 3  |                 |   |          |
| Data Mining and Modelling                    | Level 4  |                 |   |          |
| Demand Analysis                              | Level 5  |                 |   |          |
| Innovation                                   | Level 5  |                 |   |          |
| Market Profiling                             | Level 5  |                 |   |          |
| Market Research                              | Level 5  |                 |   |          |
| Networking                                   | Level 5  |                 |   |          |
| Organisational Analysis                      | Level 5  |                 |   |          |
| Risk Control and Response Planning           | Level 6  |                 |   |          |
| Solution Design Thinking                     | Level 5  |                 |   |          |
| Stakeholder Management                       | Level 5  |                 |   |          |
| Strategy Planning                            | Level 5  |                 |   |          |
| Systems Thinking Application                 | Level 5  |                 |   |          |
| Technology Integration                       | Level 4  |                 |   |          |

**Programme  
Listing**

For a list of Training Programmes available for the Sea Transport sector, please visit:  
[www.skillsfuture.sg/skills-framework/sea-transport](http://www.skillsfuture.sg/skills-framework/sea-transport)

The information contained in this document serves as a guide.