

SKILLS FRAMEWORK FOR LANDSCAPE SKILLS MAP – PRINCIPAL LANDSCAPE DESIGNER		
Sector	Landscape	
Track	Landscape Design	
Occupation	Landscape Design Professional	
Job Role	Principal Landscape Designer	
Job Role Description	<p>The Principal Landscape Designer is involved in business development, manages landscape design projects and supports organisational functions. He/She executes business development to expand the organisation's landscape design specialities and cultivates business relationships both locally and internationally to help the organisation grow. He provides design directions for project teams, conceptualises new and innovative landscape design ideas to profile the organisation's capabilities. He maintains close oversight of project implementation and ensures the quality design are delivered to meet the organisation's and clients' objectives. He also provides coaching to internal team members, drive people development initiatives and manages the day-to-day functions of the department.</p> <p>He thrives in a creative environment and is an effective communicator who can influence others with his ideas and concepts. He has excellent leadership qualities and is able to guide teams, departments and/or the organisation. He is proficient in planning, organising and managing projects. He also possesses strong analytical skills to identify favourable unique opportunities to create value for the organisation. In addition, he has deep landscape industry knowledge to anticipate new industry trends and market factors that may impact the offerings of the organisation.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Execute business development	Collaborate with the management team in the development of marketing collaterals for business development
		Participate in tender interviews, pitch meetings and/or marketing presentations to potential clients, building architects and contractors to showcase technical capabilities and experience
		Evaluate cost and resources estimates to develop technical and commercial proposals
		Review site assessment reports to provide recommendations for technical proposals
		Develop technical and commercial proposals to pitch for landscape design contracts
		Lead the execution of strategies aimed at internationalisation of the business
	Establish design objectives and concepts	Establish requirements and design objectives based on information that influences the development or management of the projects
		Study site characteristics and conditions to evaluate the strengths, weaknesses, constraints and opportunities related to subject development sites
		Collaborate with clients and other key project stakeholders to clarify the landscape design objectives, budgets and roles of all stakeholders
		Secure necessary support and resources for research and development
		Enhance the feasibility of new design ideas through market research and testing
		Obtain clients' approvals for the overall design concepts
	Deliver design outputs	Establish design project schedules and standards of quality for project deliverables
		Allocate work to the design team based on specialisation or experience
		Approve overall design illustrations and present completed landscape design outputs to clients and other stakeholders
		Review softscape and hardscape selection ideas for suitability to the design concepts
		Evaluate overall effectiveness and technical and commercial viability of landscape designs to provide feedback for enhancement to the design team
		Collaborate with project quantity surveyor on the provision of cost estimates for the implementation of the designs based on clients' inputs
	Manage landscape design project	Articulate importance and the impact of statutory requirements and the submission guidelines for landscape-related matters to stakeholders
Collaborate with landscape specialists, contractors and relevant consultants on scope of project, design concepts, site challenges, key expectations and the hiring of specialised expertise if required		
Evaluate proposals submitted by landscape contractors to make recommendations to clients for award of projects		
Approve variance to tender specifications for adherence to overall approved design intent		
Sign off on the achievement of established milestones to approve payments to contractors		
Approve implementation timelines, scope changes, resources and manpower deployment in consideration of project objectives		
Evaluate progress of landscape implementation project through site visits, management meetings and reports submitted and resolve issues associated with project implementation in collaboration with stakeholders		
Certify completion of defects rectification prior to and immediately after the certification of completed contract works		
Manage organisational development	Communicate common goals, direction and accountability among staff	
	Develop staff through capability development and coaching	

		Implement effective performance management practices within department in accordance with company policies and procedures		
		Monitor budgets, forecasting, work allocations and staffing of the various departments		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Aesthetic and Design Sensibility	Level 5	Leadership	Advanced
	Biophilic Design	Level 5	Decision Making	Advanced
	Budgeting	Level 4	Communication	Advanced
	Building Information Modelling Application	Level 5	Creative Thinking	Advanced
	Business Development	Level 5	Teamwork	Advanced
	Conceptual Thinking	Level 5		
	Contract Preparation, Evaluation, Negotiation and Tendering	Level 5		
	Critical Thinking	Level 5		
	Cultural, Heritage and Socio-economic Sensitivity for Design	Level 5		
	Data Analysis and Interpretation	Level 4		
	Design Creation and Development	Level 5		
	Design Sketching	Level 5		
	Design Standards and Specification	Level 5		
	Design Thinking Practice	Level 5		
	Digital and Physical Prototyping	Level 5		
	Ecology in Landscapes	Level 5		
	Form Giving	Level 5		
	Imagination and Exploration	Level 5		
	Innovation Management	Level 4		
	Learning and Development	Level 4		
	Material Studies and Production Processes	Level 5		
	Plant Selection for Landscape Development	Level 5		
	Plant Identification	Level 4		
	Project Management	Level 5		
	Site Assessment and Analysis	Level 4		
	Skyrise Greenery Design and Implementation	Level 5		
	Stakeholder Management	Level 5		
	Strategy Planning	Level 4		
	Sustainable Landscape Design	Level 5		
Technical Drawing	Level 5			
Vendor Management	Level 4			
Visual Communication	Level 5			
Workflow Digitalisation	Level 4			
Programme Listing	For a list of Training Programmes available for the Landscape sector, please visit: www.skillsfuture.sg/skills-framework/landscape			

The information contained in this document serves as a guide.