

SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - ASSISTANT CONTENT AND EXPERIENCE DEVELOPMENT EXECUTIVE/ASSISTANT CURATOR

Sector	Tourism	
Sub-Sector	Attractions	
Track	Attractions Management and Operations	
Occupation	Content and Experience Executive	
Job Role	Assistant Content and Experience Development Executive/Assistant Curator	
Job Role Description	<p>The Assistant Content and Experience Development Executive/Assistant Curator assists in creating, improving and maintaining content with the aim of delivering a meaningful and engaging experience for attractions visitors. He/She provides support for content and experience development activities as well as coordinates inter-departmental collaboration efforts.</p> <p>Creative and resourceful, he participates in the development of engaging and informative content that effectively communicates exhibition and programme details to the organisation's target audience. He is also able to perform well, deliver under deadlines and leverage on existing communications and media technology to extend the influence and reach of the organisation. He possesses strong interpersonal and communication skills to work effectively with other content and experience development personnel as well as other team members across various departments.</p> <p>He works on a regular work-week from Mondays to Fridays, but occasionally has to work over evenings, weekends and/or public holidays in support of ongoing exhibitions or meetings.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop research projects	Assist in conducting content research to build attractions content and develop attractions experience
		Catalogue content research information
		Coordinate collaboration efforts with subject matter experts
		Identify possible digital technology tools to enhance attractions experience
	Conceptualise content and attractions experience	Assist in development of attractions content and experience based on content research outcomes and other resources
		Support the formulation of sub-theme narratives within the attractions sites
		Coordinate collaboration efforts with education and programmes department
		Prepare proposals on set-up and required physical implements of attractions experience
		Track attractions displays requiring replacement or updating
		Coordinate collaboration efforts with operations department
		Assist in procuring attractions assets
		Assist in deployment of guides, hosts and entertainers throughout the attractions sites
Oversee delivery of content and attractions experience	Coordinate collaboration efforts with marketing department	
	Consolidate feedback from visitors and internal stakeholders regarding visitor experience and content delivery	
	Assist in developing scripts for attractions guides, hosts and entertainers	

		Coordinate collaboration efforts with hospitality, operations, and entertainment departments		
	Support human resource, technology and/or finance operations	Maintain records of departmental spending and budget utilisation for periodic reviews		
		Assist in research on market trends in relevant technology applications to improve productivity and innovation		
		Provide feedback on usage of workplace technology		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Attractions Content and Experience Development and Delivery	Level 2	Communication	Intermediate
	Attractions Guest Relations Management	Level 1	Creative Thinking	Basic
	Budgeting	Level 2	Digital Literacy	Basic
	Business Performance Management	Level 2	Problem Solving	Intermediate
	Content Writing and Editing	Level 2	Resource Management	Basic
	Contract Development and Management	Level 2		
	Financial Planning and Analysis	Level 2		
	Innovation Management	Level 2		
	Market Research	Level 2		
	Product, Content and Experience Performance Management	Level 2		
	Resource Management	Level 2		
	Risk Management and Administration	Level 2		
	Service Excellence	Level 2		
	Stakeholder Management	Level 2		
	Strategy Implementation	Level 2		
	Technology Application	Level 2		
	Technology Scanning	Level 2		
	Tourism and Economic Development	Level 2		
Volunteer Management	Level 1			
Programme Listing	For a list of Training Programmes available for the Tourism sector, please visit www.skillsfuture.sg/skills-framework/tourism			

The information contained in this document serves as a guide.