

**SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - ASSISTANT EDUCATION AND PROGRAMMES EXECUTIVE**

Sector	Tourism	
Sub-Sector	Attractions	
Track	Attractions Management and Operations	
Occupation	Education and Programmes Executive	
Job Role	Assistant Education and Programmes Executive	
Job Role Description	<p>The Assistant Education and Programmes Executive supports the development and execution of educational programmes for a diverse group of audiences, ranging from senior executives to students and members of the public. These programmes are designed to broaden science, arts and/or cultural awareness and knowledge.</p> <p>Proactive and resourceful, he/she is able to provide the necessary administrative and logistical support that the team requires in the development and execution of educational programmes.</p> <p>He works in a flexible work-week as these educational programmes often occur through weekends and public holidays.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop research projects	Assist in conducting programme research to develop programmes according to research scope and objectives
		Catalogue programme research information
		Coordinate collaboration efforts with subject matter experts
		Identify possible digital technology tools to enhance programmes
	Design programmes	Maintain records of programme specifications
		Assist in developing programmes for public education
		Coordinate collaboration efforts with content and experience development department
		Coordinate collaboration efforts with marketing department
		Coordinate speaker engagement for programmes
		Coordinate programme volunteer engagement
		Assist in development of marketing content for programmes
		Assist in development of programme packages and pricing information
		Prepare financial feasibility studies of current and new programmes
	Deliver programmes	Track programme timelines, activities and programme flow
		Escalate incidents for follow-up actions
		Coordinate collaboration efforts with operations department
		Coordinate movement and activities of volunteers
Solicit visitor feedback		
Coordinate engagement with external stakeholders including government agencies, associations, educational institutions and members of the public		

	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 based on usage of workplace technology		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Attractions Programme Development	Level 2	Communication	Intermediate
	Budgeting	Level 2	Service Orientation	Intermediate
	Business Data Analysis	Level 2	Teamwork	Basic
	Business Performance Management	Level 2	Creative Thinking	Intermediate
	Content Writing and Editing	Level 2	Digital Literacy	Intermediate
	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		
Visual Collaterals Production	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.