

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

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| Sector | Tourism | |
| Sub-Sector | Attractions | |
| Track | Attractions Management and Operations | |
| Occupation | Content and Experience Professional | |
| Job Role | Content and Experience Development Executive/Curator | |
| Job Role Description | <p>The Content and Experience Development Executive/Curator supports the curation of content aimed at delivering a meaningful and engaging experience for attractions visitors. This includes content creation, content improvement through research and maintaining the validity of the content over time. He/She may work in the capacity of an attractions subject matter expert, conservator, registrar or designer. He collaborates with operations, marketing and communications as well as sales departments to support attractions set-up, execute attractions experience, develop collaterals, visitor guidebooks and other audio-visual materials to enhance visitor experience and increase visitorship.</p> <p>Creative and resourceful, he develops 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 harmoniously and effectively in cross-functional teams. He also serves as a mentor to direct reports on content and experience development-related work within the organisation.</p> <p>He works occasionally 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 | Conduct content research to build attractions content and develop attractions experience |
| | | Assist in determining content research validity, accuracy and relevance |
| | | Collaborate with subject matter experts to obtain specialised knowledge on research subjects |
| | | Propose possible digital technology tools to enhance attractions experience |
| | Conceptualise content and attractions experience | Develop attractions content and experience based on content research outcomes and other resources |
| | | Formulate sub-theme narratives within attractions sites |
| | | Collaborate with education and programmes department to develop attractions content relevant to target audience |
| | | Propose set-up and required physical implements of attractions experience |
| | | Develop schedules of review and replacement of attractions content displays |
| | | Collaborate with operations department to conduct feasibility studies for proposed attractions set-up |
| | | Conduct procurement of attractions assets |
| | | Identify personnel with required competencies to stage attractions experience |
| | | Determine deployment and positioning of guides, hosts and entertainers throughout the attractions sites |
| Provide marketing department with content and experience information for advertising and branding purposes | | |

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| | Oversee delivery of content and attractions experience | Review feedback from visitors and internal stakeholders to determine attractions experience satisfaction levels and areas for improvement | | |
| | | Develop scripts for attractions guides, hosts and entertainers | | |
| | | Propose audience engagement approaches based on visitor demographics | | |
| | | Collaborate with hospitality, operations and entertainment departments to deliver content and attractions experience | | |
| | Support human resource, technology and/or finance operations | Report budget utilisation and spending against department key performance indicators within approved departmental financial budgets | | |
| | | Conduct 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 Content and Experience Development and Delivery | Level 3 | Communication | Intermediate |
| | Attractions Guest Relations Management | Level 2 | Creative Thinking | Intermediate |
| | Budgeting | Level 3 | Resource Management | Intermediate |
| | Business Performance Management | Level 3 | Computational Thinking | Intermediate |
| | Content Writing and Editing | Level 3 | Decision Making | Intermediate |
| | Contract Development and Management | Level 3 | | |
| | Financial Planning and Analysis | Level 3 | | |
| | Innovation Management | Level 3 | | |
| | Intellectual Property Management | Level 3 | | |
| | Market Research | Level 3 | | |
| | Product, Content and Experience Performance Management | Level 3 | | |
| | Resource Management | Level 3 | | |
| | Risk Management and Administration | Level 3 | | |
| | Service Excellence | Level 3 | | |
| | Stakeholder Management | Level 3 | | |
| | Strategy Implementation | Level 3 | | |
| | Technology Application | Level 3 | | |
| | Technology Scanning | Level 3 | | |
| | Tourism and Economic Development | Level 3 | | |
| Volunteer Management | Level 2 | | | |

**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.