

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

<b>Sector</b>	Tourism	
<b>Sub-Sector</b>	Attractions	
<b>Track</b>	Attractions Management and Operations	
<b>Occupation</b>	Education and Programmes Professional	
<b>Job Role</b>	<b>Education and Programmes Executive</b>	
<b>Job Role Description</b>	<p>The Education and Programmes Executive assumes responsibility for the conceptualisation and creation 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. He/She is also responsible for the management of budgets for these programmes, and manages work interactions with external vendors, contractors and suppliers in the development and execution of these programmes.</p> <p>Creative and resourceful, he possesses strong organisational skills to coordinate with multiple stakeholders involved in the conceptualisation and creation of the educational programmes. He also serves as a mentor to direct reports and provides operational guidance on the development and execution of the educational programmes.</p> <p>He works in a flexible work-week as these educational programmes often occur outside of working hours, including weekends and public holidays.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Develop research projects	Conduct programme research to develop programmes according to research scope and objectives
		Assist in determining programme research validity, accuracy and relevance
		Collaborate with subject matter experts to obtain specialised knowledge on research subjects
		Propose possible digital technology tools to enhance programmes
	Design programmes	Assist in liaising with clients to understand programme requirements and specifications
		Develop programmes for public education
		Collaborate with content and experience development department to conceptualise execution of programmes
		Collaborate with marketing department to design programme collaterals
		Secure speakers for programmes
		Communicate roles and responsibilities to programme volunteers
		Collaborate with marketing department to develop marketing content for programmes
		Collaborate with sales department on developing programme packages and pricing information
	Analyse financial feasibility studies of current and new programmes	
	Deliver programmes	Monitor programme timelines, activities and programme flow
Perform incident troubleshooting and follow-up actions		
Facilitate collaboration with operations department to plan programme logistics and crowd control		
Manage movement and activities of volunteers		
Consolidate visitor feedback		

		Engage external stakeholders including government agencies, associations, educational institutions and members of the public		
	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		
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Attractions Programme Development	Level 3	Communication	Advanced
	Budgeting	Level 3	Creative Thinking	Intermediate
	Business Data Analysis	Level 3	Teamwork	Intermediate
	Business Performance Management	Level 3	Global Mindset	Intermediate
	Content Writing and Editing	Level 3	Interpersonal Skills	Intermediate
	Financial Planning and Analysis	Level 3		
	Innovation 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		
	Visual Collaterals Production	Level 3		
Volunteer Management	Level 2			
<b>Programme Listing</b>	For a list of Training Programmes available for the Tourism sector, please visit <a href="http://www.skillsfuture.sg/skills-framework/tourism">www.skillsfuture.sg/skills-framework/tourism</a>			

The information contained in this document serves as a guide.