

SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - HEAD OF CONTENT AND EXPERIENCE DEVELOPMENT/SENIOR CURATOR

Sector	Tourism	
Sub-Sector	Attractions	
Track	Attractions Management and Operations	
Occupation	Content and Experience Professional	
Job Role	Head of Content and Experience Development/Senior Curator	
Job Role Description	<p>The Head of Content and Experience Development/Senior Curator is responsible for overseeing the curation of content aimed at delivering meaningful and engaging experience for attractions visitors. This includes determining research direction and objectives as well as designing the attractions exhibition themes. He/She may work in the capacity of an attractions subject matter expert, conservator, registrar or designer. He collaborate with operations, marketing and communications as well as sales teams to conceptualise attractions set-up, execute attractions experience, develop collaterals, visitor guidebooks and other audio-visual materials to enhance visitor experience and increase visitorship.</p> <p>Driven and creative, he develops engaging and informative content that effectively communicates exhibition and/or programme details to the organisation's target audience. He is also able to perform well and deliver under deadlines. He leverages on existing communications and media technology to extend the influence and reach of the organisation. He possesses strong interpersonal and communication skills to effectively manage key stakeholders and to lead his team effectively. He also serves as a mentor to direct reports on all strategic, operational and tactical aspects of 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	Determine content research scope and objectives
		Formulate content research activities
		Determine content research validity, accuracy and relevance
		Drive engagement with subject matter experts to obtain specialised knowledge on research subjects
		Review proposed digital technology tools to enhance attractions experience
	Conceptualise content and attractions experience	Lead the ideation of attractions content and experience based on content research outcomes and other resources
		Review sub-theme narratives within attractions sites
		Drive engagement with education and programmes department to develop attractions content relevant to target audience
		Review proposed set-up and required physical implements of attractions experience to determine feasibility and relevance to target audience
		Lead collaboration with operations department to conduct feasibility studies for proposed attractions set-up
		Lead procurement activities
		Determine manpower and competency requirements to execute attractions experience
Develop pricing strategies for proposed content and experience		
Oversee delivery of content and attractions experience	Evaluate content and customer experience based on feedback received from visitors and internal stakeholders	

		Review scripts for attractions guides, hosts and entertainers
		Review audience engagement approaches based on visitor demographics
		Lead collaboration with hospitality, operations and entertainment departments to deliver content and attractions experience
	Support human resource, technology and finance operations	Propose department's financial budgets for management approval
		Manage financial budgets in accordance with departmental work plans
		Develop corporate governance measures
		Provide on-the-job training to subordinates
		Implement department's recruitment and retention efforts
	Evaluate how latest technology trends can be leveraged to improve productivity and innovation	
	Evaluate how workplace technology approaches can be revised based on feedback	

Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Attractions Content and Experience Development and Delivery	Level 4	Communication	Advanced
	Attractions Guest Relations Management	Level 3	Creative Thinking	Advanced
	Budgeting	Level 4	Leadership	Advanced
	Business Performance Management	Level 4	Global Mindset	Advanced
	Content Writing and Editing	Level 4	Service Orientation	Advanced
	Contract Development and Management	Level 4		
	Corporate Governance	Level 4		
	Financial Planning and Analysis	Level 4		
	Financial Management	Level 4		
	Innovation Management	Level 4		
	Intellectual Property Management	Level 4		
	Learning and Development	Level 4		
	Manpower Planning	Level 4		
	Market Research	Level 4		
	Organisational Vision, Mission and Values Formulation	Level 4		
	Product, Content and Experience Performance Management	Level 4		
Resource Management	Level 4			

	Risk Management and Administration	Level 4	
	Service Excellence	Level 4	
	Stakeholder Management	Level 4	
	Strategy Implementation	Level 4	
	Strategy Planning	Level 4	
	Succession Planning	Level 4	
	Technology Application	Level 4	
	Technology Scanning	Level 4	
	Tourism and Economic Development	Level 4	
	Volunteer Management	Level 3	
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.