

**SKILLS FRAMEWORK FOR TOURISM**  
**SKILLS MAP - HEAD OF EDUCATION AND PROGRAMMES**

<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>Head of Education and Programmes</b>	
<b>Job Role Description</b>	<p>The Head of Education and Programmes oversees the delivery 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 leads the negotiation with external vendors, contractors and suppliers in the development and execution of these programmes.</p> <p>Innovative and insightful, he displays creativity and strong communication skills in bringing educational programmes to life for his audiences. He is adept in building and maintaining relationships with multiple stakeholders involved in the development and execution of the educational programmes. He also serves as a mentor to direct reports, and provides operational guidance to them on the development and execution of the educational programmes.</p> <p>He works in a flexible work-week as these educational programmes often occur through 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	Determine programme research scope and objectives
		Formulate programme research activities
		Determine programme 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 programmes for implementation
	Design programmes	Liaise with clients to understand programme requirements and specifications
		Lead ideation of programmes for public education
		Lead collaboration with content and experience development department to conceptualise execution of programmes
		Lead collaboration with marketing department to design programme collaterals
		Identify speakers for programmes
		Define involvement of programme volunteers
		Direct marketing efforts to ensure that programmes are marketed to right target audience and communities
		Develop programme pricing strategies in line with overall sales strategies
	Review financial feasibility of current and new programmes	
	Deliver programmes	Preside over programme timelines, activities and programme flow
Provide guidance on incident troubleshooting and follow-up actions		
Lead collaboration with operations department to plan programme logistics and crowd control		
Supervise volunteer deployment		

		Evaluate programmes based on feedback received from visitors		
		Develop engagement plans for external stakeholders including government agencies, associations, educational institutions and members of the public		
	Support human resource, technology and/or 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		
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Attractions Programme Development	Level 4	Communication	Advanced
	Budgeting	Level 4	Creative Thinking	Advanced
	Business Data Analysis	Level 4	Global Mindset	Advanced
	Business Performance Management	Level 4	Teamwork	Advanced
	Content Writing and Editing	Level 4	Decision Making	Advanced
	Corporate Governance	Level 4		
	Financial Planning and Analysis	Level 4		
	Financial Management	Level 4		
	Innovation Management	Level 4		
	Learning and Development	Level 4		
	Market Research	Level 4		
	Manpower Planning	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	
	Visual Collaterals Production	Level 4	
	Volunteer Management	Level 3	
<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.