

**SKILLS FRAMEWORK FOR TOURISM  
SKILLS MAP - MEMBERSHIP CREW**

<b>Sector</b>	Tourism	
<b>Sub-Sector</b>	Attractions	
<b>Track</b>	Attractions Management and Operations	
<b>Occupation</b>	Attractions Operations Executive	
<b>Job Role</b>	<b>Membership Crew</b>	
<b>Job Role Description</b>	<p>The Membership Crew assists in the execution of plans covering membership acquisition and member retention. He/She is involved in the sale of memberships and monitors the membership statistics in accordance with the parameters set by management, monitors the budgeting and forecasting of membership rates and conducts training for operations staff on membership-related issues.</p> <p>Resourceful and service-oriented, he leverages his strong interpersonal and communication skills to answer queries from current and potential members regarding membership-related procedures and policies. He is also able to assist with any customer queries directed to him by his team members.</p> <p>Able to work on a shift system, he is comfortable with working in an outdoor environment, be on his feet for long hours and maintains a flexible work-week including weekends, evenings and public holidays.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Enhance customer service	Deliver customer service in line with developed procedures
		Tailor visitor engagement based on visitor demographics
		Perform first-level service assistance and recovery
		Address attractions-related visitor enquiries
		Solicit visitor feedback
		Apply digital technology to enhance membership sales service
	Enforce safety and security of attractions sites	Enforce visitor adherence to safety rules
		Carry out health and safety standards and procedures
		Escalate incidents for follow-up actions
		Support emergency response procedures
	Support attractions sales	Handle general visitor enquiries on admissions, ticketing and memberships
		Utilise electronic ticketing and payment systems to conduct sales
		Conduct membership sales and registration
		Cooperate with finance department to conduct daily closing of accounts
		Collect sales proceeds

		Monitor sales statistics		
	Support human resource, technology and/or finance operations	Guide peers and subordinates on job requirements		
		Provide feedback based on usage of technology		
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Accident and Incident Response Management	Level 2	Communication	Intermediate
	Attractions Guest Relations Management	Level 1	Decision Making	Basic
	Attractions Membership, Admission and Ticketing Management	Level 1	Service Orientation	Intermediate
	Business Continuity Planning	Level 2	Interpersonal Skills	Intermediate
	Business Performance Management	Level 2	Problem Solving	Basic
	Financial Planning and Analysis	Level 2		
	Learning and Development	Level 2		
	Productivity Improvement	Level 2		
	Resource Management	Level 2		
	Risk Management and Administration	Level 2		
	Sales Closure	Level 2		
	Service Excellence	Level 2		
	Stakeholder Management	Level 2		
	Strategy Implementation	Level 2		
	Systems Thinking Application	Level 2		
	Technology Application	Level 2		
	Technology Scanning	Level 2		
	Tourism and Economic Development	Level 2		
Workplace Safety and Health Performance 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.