

SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - ASSISTANT RESEARCH EXECUTIVE

Sector	Tourism			
Sub-Sector	Meetings, Incentives, Conferences and Exhibitions			
Track	Event Management and Operations			
Occupation	Event Executive			
Job Role	Assistant Research Executive			
Job Role Description	<p>The Assistant Research Executive is responsible for collection and consolidation of data and market insights. He/She prepares the reports for presentation of results to organisation's management and clients. He independently executes the data collection and analysis process, and develops preliminary insights of the trends and statistics within the industry.</p> <p>Analytical and logical, he is able to derive and assign meanings to abstract data. He possesses strong organisational skills and works closely with internal stakeholders to prepare data-driven reports and presentations for management and clients.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks		
	Conduct research on market trends, competitors and past historical data	Conduct research on market trends and competitors in adherence to defined processes, procedures and policies		
		Draft presentation of research analysis to internal and external stakeholders		
		Perform preliminary review on existing customer data to identify gaps in products and services portfolio		
		Coordinate engagement with past event participants to identify areas of improvements for the organisation portfolio of Meetings, Incentives, Conferences and Exhibitions (MICE) events		
	Develop new programmes	Conduct cost-benefit analysis for potential new MICE events or programmes		
		Support development of proposals for new MICE events or programmes		
		Perform price benchmarking and competitive analysis		
	Develop participants' experience	Compile feedback of event experience from participants		
		Conduct research on creative methods to deliver content and enhance user experience		
		Compile research on new technology to enhance content delivery and user experience		
	Support human resource, technology and/or finance operations	Maintain records of departmental spending and budget utilisation for periodic reviews		
		Assist in research on market trends in relevant technology applications to improve productivity and innovation		
Provide feedback on usage of workplace technology				
	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Budgeting	Level 2	Communication	Basic
	Business Data Analysis	Level 2	Computational Thinking	Intermediate
	Data Mining and Modelling	Level 2	Creative Thinking	Basic
	Financial Planning and Analysis	Level 2	Digital Literacy	Intermediate

Skills and Competencies	Innovation Management	Level 2	Global Mindset	Basic
	Market Research	Level 2		
	Meetings, Incentives, Conferences and Exhibitions (MICE) Content and Experience Development and Delivery	Level 2		
	Product, Content and Experience Performance Management	Level 2		
	Proposal Writing	Level 2		
	Stakeholder Management	Level 2		
	Strategy Implementation	Level 2		
	Technology Application	Level 2		
	Technology Scanning	Level 2		
	Tourism and Economic Development	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.