

**SKILLS FRAMEWORK FOR TOURISM**  
**SKILLS MAP - ASSISTANT PRODUCT AND EXPERIENCE DEVELOPMENT EXECUTIVE**

<b>Sector</b>	Tourism			
<b>Sub-Sector</b>	Tour and Travel Services			
<b>Track</b>	Travel Management and Operations			
<b>Occupation</b>	Product and Experience Development Executive			
<b>Job Role</b>	<b>Assistant Product and Experience Development Executive</b>			
<b>Job Role Description</b>	<p>The Assistant Product and Experience Development Executive is responsible for coordinating product development operations and facilitating development strategies on behalf of the organisation. He/She is responsible for any coordination requirements of product development including researching on market trends, liaising with cross functional departments on requirements and collecting data and feedback from customers.</p> <p>Resourceful with good communication skills, he is involved in the development of marketing materials with the marketing department on information related to the new product. He possesses strong organisational skills and works closely with internal stakeholders to prepare data-driven reports and presentation materials for management.</p> <p>He works on a regular work-week from Mondays to Fridays, but occasionally has to work over evenings, weekends and/or public holidays.</p>			
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	Develop new products and services	<b>Key Tasks</b>	
			Assist in conducting cost-benefit and risk analysis on proposed new products and services	
			Assist in research on market trends and competitors	
			Assist to coordinate with sales department to monitor sales and understand customer feedback and market sentiments	
			Assist to coordinate with marketing department to develop product and service messaging for marketing campaigns	
			Compile feedback from key internal and external stakeholders on issues arising from the implementation of new products and services	
	Respond to internal queries on new products and services			
	Manage procurement	Research on possible vendors needed for product and service offerings		
		Assist in conducting cost-benefit and risk analysis of existing and new vendors		
		Assist to support in administrative matters for contracts and service level agreements with vendors		
		Assist to collaborate with operations department to monitor service level standards of vendors		
	Enhance existing products and services	Assist in generating reports on customer insights, customer data, market trends and business environment analysis		
		Collaborate with account management department and customer support department to understand customer feedback on existing products and services		
		Assist in cost-benefit and risk analysis on enhancements to existing products and services		
		Obtain feedback from marketing department and sales department for market sentiments		
	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 based on usage of workplace technology				
	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Budgeting	Level 2	Communication	Basic
	Business Performance Management	Level 2	Interpersonal Skills	Basic
	Continuous Improvement Management	Level 2	Service Orientation	Basic
	Contract Development and Management	Level 2	Teamwork	Intermediate

<b>Skills and Competencies</b>	Financial Planning and Analysis	Level 2	Creative Thinking	Basic
	Innovation Management	Level 2		
	Market Research	Level 2		
	Product, Content and Experience Performance Management	Level 2		
	Risk Management and Administration	Level 2		
	Stakeholder Management	Level 2		
	Strategy Implementation	Level 2		
	Technology Application	Level 2		
	Technology Scanning in Tourism	Level 2		
	Tour and Travel Services Product and Experience Development and Delivery	Level 2		
	Tourism and the Economy	Level 2		
	Vendor 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.