

**SKILLS FRAMEWORK FOR TOURISM  
SKILLS MAP - TRAVEL ACCOUNT DIRECTOR**

<b>Sector</b>	Tourism	
<b>Sub-Sector</b>	Tour and Travel Services	
<b>Track</b>	Travel Management and Operations	
<b>Occupation</b>	Travel Account Professional	
<b>Job Role</b>	<b>Travel Account Director</b>	
<b>Job Role Description</b>	<p>The Travel Account Director is in charge of the overall direction of account management activities for all clients. He/She is responsible to ensure all accounts are being serviced efficiently and effectively and ensure the retention and renewal of key accounts. This includes developing account management strategies to ensure high degree of service excellence. He also leads contract renewal negotiation and collaborates with product and experience development department to identify areas of potential growth.</p> <p>Service-oriented with strong business acumen, he ensures the organisation's interests are protected while maintaining clients' satisfaction. He is collaborative and works closely with product and experience development department to drive new products. He possesses strong interpersonal skills to manage relationships with key clients and performs service recovery where necessary.</p> <p>He may travel frequently to attend trade shows to establish and maintain relationships with key clients.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Grow client relationships	Drive account management strategies to retain and grow client accounts
		Identify threats and opportunities to key accounts and develop responsive tactics and strategies
		Endorse changes to terms of renewed contracts based on cost-benefit analysis
		Lead negotiations on contract renewals
		Establish new product and service offerings with clients
		Collaborate with internal stakeholders to review suitability of existing vendors to meet client and business requirements
		Collaborate with business development department and product and experience development department to identify growth opportunities
	Manage service standards	Lead client relationship management programmes
		Drive service efficiency to enhance client service experience
		Implement service level standards in accordance with service level agreements
		Lead development of guidelines for conflict resolution
	Service client accounts	Lead personalised post-sales client support and services according to clients' needs
		Provide prompt responses to queries on key client accounts
		Review deviations in policy requests to assess viability and approval
		Develop client engagement plans to raise clients' awareness of the product and service offerings
		Review service level agreements for new clients
		Manage service recovery on client accounts
	Support human resource, technology and/or finance operations	Lead department's financial budgeting process to acquire funds for department's activities

	Oversee department's financial budget utilisation against departmental work plans			
	Drive corporate governance measures			
	Manage subordinates' professional and career development			
	Manage department's recruitment and retention efforts			
	Lead technology application for improvements to productivity and innovation			
	Develop revised workplace technology approaches for productivity improvement and innovation			
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Budgeting	Level 5	Communication	Advanced
	Business Data Analysis	Level 5	Computational Thinking	Intermediate
	Business Negotiation	Level 5	Decision Making	Advanced
	Business Performance Management	Level 5	Developing People	Advanced
	Business Planning	Level 5	Interpersonal Skills	Advanced
	Contract Development and Management	Level 5		
	Corporate Governance	Level 5		
	Customer Behaviour Analysis	Level 5		
	Customer Loyalty and Retention Strategy Formulation	Level 5		
	Customer Relationship Management	Level 5		
	Employee and Labour Relations	Level 5		
	Financial Management	Level 5		
	Learning and Development	Level 5		
	Organisational Vision, Mission and Values Formulation	Level 5		
	Sales Target Management	Level 5		
	Service Excellence	Level 5		
	Stakeholder Management	Level 5		
	Strategy Planning	Level 5		
	Succession Planning	Level 5		
Technology Scanning in Tourism	Level 5			
Tour and Travel Services Product and Experience Development and Delivery	Level 5			
Tourism and the Economy	Level 5			
<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.