



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Catering Sales Coordinator/ Sales Coordinator

Job Description

The Catering Sales Coordinator/Sales Coordinator undertakes administrative duties to support the department. He/She prepares sales-related documents throughout the sales process, gathers materials and assembles information packages. The Catering Sales Coordinator/Sales Coordinator also maintains a database of sales met, renews sales contracts and plans sales enhancement strategies with the help of the sales team. He/She prepares monthly sales reports and submits them to senior level management, as well as the rest of the department for tracking on the progress of sales activities.

The Catering Sales Coordinator/Sales Coordinator possesses good knowledge of the property's facilities and activities, and is aware of market trends. He/She maintains good contact with guests/customers to understand their needs and provides details on new packages and new products, while adhering to and complying with quality assurance expectations and standards set by the property. He/She also needs to answer to queries and communicate promptly via phone and emails with guests/customers.

Skills Category

Skills

Customer Experience

- ◆ Contribute to Customer Service over Various Platforms
- ◆ Handle Guests/Customers' Concerns and Feedback
- ◆ Project a Positive and Professional Image
- ◆ Promote Tourism
- ◆ Provide Go-the-Extra-Mile Service

Food and Beverage*

- ◆ Set up Venue and Site

Infocomm Technology

- ◆ Apply Software Systems in Hospitality Management
- ◆ Demonstrate Secure Use of IT
- ◆ Perform Computer Applications at Basic Level
- ◆ Perform Essential Online Functions

Leadership

- ◆ Demonstrate the Service Vision

People and Relationship Management

- ◆ Communicate and Relate Effectively at the Workplace
- ◆ Work in a Team

Personal Management and Development

- ◆ Apply Emotional Competence to Manage Self at the Workplace
- ◆ Develop Personal Effectiveness at Operations Level

Sales and Marketing

- ◆ Apply Upselling and Suggestive Selling Techniques
- ◆ Issue Sales Proposals
- ◆ Provide Sales Services

Workplace Safety and Security

- ◆ Provide Workplace Safety and Security

* Skills Category/Skills of Food and Beverage is subject to change



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Events Services Coordinator/ Conference Services Coordinator

Job Description

The Events Services Coordinator/Conference Services Coordinator plans and coordinates the details of events, from logistics planning to intricate decorations required for events ranging from professional meetings to social dinners. He/She is responsible for booking facilities for upcoming events and meeting with guests/customers to discuss the purpose of the event, including the vision and specifications for the event.

The Events Services Coordinator/Conference Services Coordinator also needs to provide administrative support for the department, on-site coordination and site inspection before, during and after the events. He/She needs to create the Banquet Event Orders that are accurately completed in a timely manner, and employ suggestive selling to increase revenue for the property.

The Events Services Coordinator/Conference Services Coordinator is required to work in a fast-paced environment, maintain an accurate and overall awareness of the entire property operation, and coordinate functions accordingly and efficiently. He/She needs to serve as a point of contact for guests/customers and communicate with them by phone and email to respond to queries and requests.

Skills Category

Skills

Customer Experience

- ◆ Contribute to Customer Service over Various Platforms
- ◆ Handle Guests/Customers' Concerns and Feedback
- ◆ Project a Positive and Professional Image
- ◆ Promote Tourism
- ◆ Provide Go-the-Extra-Mile Service

Food and Beverage*

- ◆ Follow Food and Beverage Safety and Hygiene Policies and Procedures
- ◆ Set up Venue and Site

Infocomm Technology

- ◆ Apply Software Systems in Hospitality Management
- ◆ Demonstrate Secure Use of IT
- ◆ Perform Computer Applications at Basic Level
- ◆ Perform Essential Online Functions

Leadership

- ◆ Demonstrate the Service Vision

People and Relationship Management

- ◆ Communicate and Relate Effectively at the Workplace
- ◆ Work in a Team

Personal Management and Development

- ◆ Apply Emotional Competence to Manage Self at the Workplace
- ◆ Develop Personal Effectiveness at Operations Level

Sales and Marketing

- ◆ Apply Upselling and Suggestive Selling Techniques
- ◆ Issue Sales Proposals
- ◆ Provide Sales Services

Workplace Safety and Security

- ◆ Provide Workplace Safety and Security

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SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Marketing Communications Officer/ Sales and Marketing Officer/ Digital Marketing Officer

Job Description

The Marketing Communications Officer/Sales and Marketing Officer/Digital Marketing Officer assists the Director in the implementation of the marketing plan to increase property brand awareness. The Marketing Communications Officer/Sales and Marketing Officer/Digital Marketing Officer communicates effectively the property's services and products to all target segments, and works closely across all departments for planned promotions and activities. He/She works with third party partners, including the local media, and maintains professional working relationships with local official bodies.

The Marketing Communications Officer/Sales and Marketing Officer/Digital Marketing Officer creates and maintains a comprehensive media and marketing contact management system, and generates online and media reports for senior management. He/She supports the development and execution of promotional activities, marketing channels and production of marketing materials for specific events. Other duties include monitoring and promoting the property on own and third-party websites and supporting and driving activities via social media and travel review websites. He/She may also assist to develop content strategy for all social media activities.

Skills Category

Skills

Customer Experience

- Contribute to Customer Service over Various Platforms
- Handle Guests/Customers' Concerns and Feedback
- Project a Positive and Professional Image
- Promote Tourism
- Provide Go-the-Extra-Mile Service

Food and Beverage*

- Set up Venue and Site

Infocomm Technology

- Apply Software Systems in Hospitality Management
- Demonstrate Secure Use of IT
- Perform Computer Applications at Basic Level
- Perform Essential Online Functions
- Transfer Content to a Website

Marketing Communications and Public Relations

- Assist in Managing Media Relations
- Compile Information for the Production of Marketing Collaterals
- Prepare Job Specifications for the Production of Print Products

People and Relationship Management

- Communicate and Relate Effectively at the Workplace
- Work in a Team

Personal Management and Development

- Apply Emotional Competence to Manage Self at the Workplace
- Develop Personal Effectiveness at Operations Level

Planning and Implementation

- Conduct Stocktaking

Sales and Marketing

- Provide Sales Services

Workplace Safety and Security

- Provide Workplace Safety and Security

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SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Assistant Catering Sales Manager/ Assistant Sales Manager/ Catering Sales Executive/ Sales Executive

Job Description

The Assistant Catering Sales Manager/Assistant Sales Manager/Catering Sales Executive/Sales Executive promotes the property and is accountable for booking individual and/or group business and converting it to profits for the property.

The Assistant Catering Sales Manager/Assistant Sales Manager/Catering Sales Executive/Sales Executive keeps well-informed about the operations of the property and market trends, as well as the competition, hunts for new sales leads and promotes the property as often as possible through networking, cold calling, site inspections, and presentations et cetera, to build the guests/customers base. He/She establishes excellent relationships and builds rapport for guest/customers retention, and coordinates sales activities with the rest of the sales team.

He/She meets the Director regularly to update on sales progress and implements activities to achieve the targets set by the department and generates optimal profits for the property. He/She also produces reports for tracking and analysis. While meeting the sales targets, he/she has to uphold the organisational values and ensure business ethics and integrity.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ◆ Demonstrate Initiative and Enterprising Behaviours

Business Negotiation

- ◆ Apply Basic Negotiation Skills and Techniques

Communications

- ◆ Write Reports

Customer Experience

- ◆ Establish Relationships for Customer Confidence
- ◆ Monitor Guest/Customer Experience
- ◆ Resolve Guests/Customers' Concerns and Feedback

Environmental Sustainability

- ◆ Implement Sustainable Operations Using Green Initiatives

Food and Beverage*

- ◆ Provide Catering Service

Information and Results

- ◆ Acquire Industry Knowledge

Leadership

- ◆ Role Model the Service Vision

People and Relationship Management

- ◆ Facilitate Effective Communication and Engagement at the Workplace
- ◆ Facilitate Effective Work Teams

Personal Management and Development

- ◆ Apply Emotional Competence to Manage Self and Team at the Workplace

Planning and Implementation

- ◆ Implement Process Improvement Change

Project Management

- ◆ Document Project Processes and Outcomes

Revenue Management

- ◆ Apply Principles of Revenue Management

Risk Management

- ◆ Apply Risk Management Procedures
- ◆ Facilitate Compliance with Legislative and Regulatory Requirements

Sales and Marketing

- ◆ Conduct Site Inspection
- ◆ Monitor Relationships with Customers
- ◆ Secure Prospect Commitment
- ◆ Sell Products and Services

Workplace Safety and Security

- ◆ Monitor Workplace Safety and Security

* Skills Category/Skills of Food and Beverage is subject to change



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Assistant Event Services Manager/ Assistant Conference Services Manager/ Events Services Executive/ Conference Services Executive

Job Description

The Assistant Event Services Manager/Assistant Conference Services Manager/Events Services Executive/Conference Services Executive solicits and books all types of events or corporate business from various sources or leads. He/She responds promptly to all telephone and walk-in enquiries about events and catering space, and possesses good knowledge in all banquet spaces, facilities and capabilities of the competitive market to secure events for the property.

The Assistant Event Services Manager/Assistant Conference Services Manager/Events Services Executive/Conference Services Executive assists guests/customers in programme planning, packaging and menu selection according to client's requirements and needs. He/She also has to conduct tours of the property with event planners and potential guests/customers, prepare the Banquet Event Order according to established procedures and standards, coordinate services for these events (accommodation, transportation, facilities, catering, security, special needs, displays and signages), finalise all bookings, and maximise all revenue potential by upselling in all revenue-producing areas.

The Assistant Event Services Manager/Assistant Conference Services Manager/Events Services Executive/Conference Services Executive is responsible for the quality of service, adherence to policies and procedures for the department, and after-sales service, in particular, guests/customers' complaints.

Skills Category

Skills

Business Negotiation

- ♦ Apply Basic Negotiation Skills and Techniques

Communications

- ♦ Write Reports

Customer Experience

- ♦ Establish Relationships for Customer Confidence
- ♦ Monitor Guest/Customer Experience
- ♦ Resolve Guests/Customers' Concerns and Feedback

Environmental Sustainability

- ♦ Implement Sustainable Operations Using Green Initiatives

Information and Results

- ♦ Acquire Industry Knowledge

Innovation

- ♦ Engage in Service Innovation Initiatives

Leadership

- ♦ Role Model the Service Vision

People and Relationship Management

- ♦ Facilitate Effective Communication and Engagement at the Workplace
- ♦ Facilitate Effective Work Teams

Personal Management and Development

- ♦ Apply Emotional Competence to Manage Self and Team at the Workplace

Planning and Implementation

- ♦ Implement Process Improvement Change

Project Management

- ♦ Document Project Processes and Outcomes

Revenue Management

- ♦ Apply Principles of Revenue Management

Sales and Marketing

- ♦ Conduct Market Profiling
- ♦ Monitor Relationships with Customers
- ♦ Secure Prospect Commitment
- ♦ Sell Products and Services

Workplace Safety and Security

- ♦ Monitor Workplace Safety and Security



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Assistant Public Relations Manager/ Assistant Marketing Communications Manager/ Public Relations Executive/ Marketing Communications Executive

Job Description

The Assistant Public Relations Manager/Assistant Marketing Communications Manager/Public Relations Executive/Marketing Communications Executive provides advertising, promotions and public relations support for various portfolios in the property. He/She upholds the brand equity of the property, ensuring compliance with corporate brand guidelines by all departments.

He/She develops the marketing materials, assembles information packages for promotional events, tours and conferences, and updates the property's website and information regularly. He/She also handles media queries and arranges for media briefings, supports media relations effort, monitors media coverage and identifies potential or actual problem areas that affect the branding of the property.

The Assistant Public Relations Manager/Assistant Marketing Communications Manager/Public Relations Executive/Marketing Communications Executive needs to monitor social media platforms and responds to reviews and questions accordingly, assist with all promotions and special events, as well as direct marketing programmes, and maintain the special events and campaign calendars. He/She also has to communicate and coordinate with external vendors for gift premiums and the production of marketing collaterals.

Skills Category

Skills

Business Negotiation

- ♦ Apply Basic Negotiation Skills and Techniques

Communications

- ♦ Write Reports

Customer Experience

- ♦ Establish Relationships for Customer Confidence
- ♦ Monitor Guest/Customer Experience
- ♦ Resolve Guests/Customers' Concerns and Feedback

Environmental Sustainability

- ♦ Implement Sustainable Operations Using Green Initiatives

Infocomm Technology

- ♦ Manage Online Information
- ♦ Perform Online Collaboration

Information and Results

- ♦ Acquire Industry Knowledge

Leadership

- ♦ Role Model the Service Vision

Marketing Communications and Public Relations

- ♦ Produce, Receive and Act on Public Relations Business Communications

People and Relationship Management

- ♦ Facilitate Effective Communication and Engagement at the Workplace
- ♦ Facilitate Effective Work Teams

Personal Management and Development

- ♦ Apply Emotional Competence to Manage Self and Team at the Workplace

Planning and Implementation

- ♦ Implement Process Improvement Change

Project Management

- ♦ Document Project Processes and Outcomes

Revenue Management

- ♦ Apply Principles of Revenue Management

Sales and Marketing

- ♦ Conduct Market Research
- ♦ Contribute to Marketing Campaigns
- ♦ Monitor Social Media Platforms
- ♦ Prepare Sales and Marketing Collaterals

Workplace Safety and Security

- ♦ Monitor Workplace Safety and Security



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Assistant Digital Marketing Manager/ Digital Marketing Executive

Job Description

The Assistant Digital Marketing Manager/Digital Marketing Executive assists the Marketing Communication team in seeking online marketing opportunities and in managing the property's website, to maximise revenue for the property.

He/She plans and executes marketing solutions/campaigns at the property level, enabling more customised and needs-based marketing. He/She has to keep up with online market trends and new developments, and monitor competitors' pricing and online marketing activities. Identification of other online marketing opportunities to increase brand and property awareness from time to time, and management of the property's online internal channels are also part of the role.

The Assistant Digital Marketing Manager/Digital Marketing Executive also reads and analyses monthly performance reports, and strategises action plans that lead to driving an increase in business. He/She needs to maintain social media sites to ensure that all pages and entries adhere to the property's social media policies and guidelines.

Skills Category

Skills

Business Negotiation

- ♦ Apply Basic Negotiation Skills and Techniques

Communications

- ♦ Write Reports

Customer Experience

- ♦ Establish Relationships for Customer Confidence
- ♦ Monitor Guest/Customer Experience

Environmental Sustainability

- ♦ Implement Sustainable Operations Using Green Initiatives

Infocomm Technology

- ♦ Manage Online Information
- ♦ Perform Online Collaboration

Information and Results

- ♦ Acquire Industry Knowledge

Leadership

- ♦ Role Model the Service Vision

People and Relationship Management

- ♦ Facilitate Effective Communication and Engagement at the Workplace
- ♦ Facilitate Effective Work Teams

Personal Management and Development

- ♦ Apply Emotional Competence to Manage Self and Team at the Workplace

Planning and Implementation

- ♦ Implement Process Improvement Change

Project Management

- ♦ Document Project Processes and Outcomes

Revenue Management

- ♦ Apply Principles of Revenue Management

Sales and Marketing

- ♦ Conduct Market Research
- ♦ Contribute to Marketing Campaigns
- ♦ Monitor Social Media Platforms
- ♦ Prepare Sales and Marketing Collaterals

Workplace Safety and Security

- ♦ Monitor Workplace Safety and Security



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Catering Sales Manager/ Sales Manager

Job Description

The Catering Sales Manager/Sales Manager assists the Director of Sales to increase client base through consistent solicitations and establishing of trust and rapport with guests/customers to generate and boost revenues for the property. He/She identifies new markets and business opportunities, and at the same time, records sales and reviews his/her own sales performance while negotiating terms and agreements, and work towards closing sales.

The Catering Sales Manager/Sales Manager is pro-active in gathering market and guests/customers' information, providing feedback on buying trends, and marketing the property by attending trade exhibitions, events and demonstrations. He/She utilises various forms of communication such as email, phone or online social media to develop relationships with guests/customers.

The Catering Sales Manager/Sales Manager is also responsible for the quality of service, adherence to policies and procedures for the department, and the safeguard of the property's propriety information. He/She may also assist the Director of the department in preparing the annual sales budget for management approval, and implementing the sales budget after approval.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ♦ Solve Problems and Make Decisions at Supervisory Level

Business Continuity Management

- ♦ Execute Crisis Management Plan

Communications

- ♦ Manage Meetings

Innovation

- ♦ Engage in Service Innovation Initiatives

Personal Management and Development

- ♦ Develop Personal Effectiveness at Supervisory Level

Planning and Implementation

- ♦ Apply Project Management Techniques
- ♦ Display Critical Thinking and Analytical Skills
- ♦ Implement Loss/Risk Prevention
- ♦ Implement Operations for Service Excellence
- ♦ Support Strategic and Operational Plans

Revenue Management

- ♦ Apply Revenue Management Strategies

Sales and Marketing

- ♦ Identify Sales Trends
- ♦ Provide Products and Services



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Events Services Manager/ Conference Services Manager

Job Description

The Events Services Manager/Conference Services Manager solicits and books all types of events or corporate business from various sources or leads which include telephone and walk-in enquiries regarding catering space. He/She is knowledgeable in all banquet spaces, facilities and capabilities of the competitive market, and conducts tours of the property with event planners and potential guests/customers. He/She also develops creative and attractive menu presentations for potential guests/customers.

The Events Services Manager/Conference Services Manager implements an active trace/follow-up system on all enquiries and referrals with a weekly report, and ensures the team attain a business volume to meet sales targets by finalising all bookings and maximising all revenue potential by upselling in all revenue-producing areas. He/She also ensures the smooth running and operation of all accounts within the team, and is responsible for the training of the team members, quality of service standards and the department's adherence to policies and procedures.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ♦ Solve Problems and Make Decisions at Supervisory Level

Communications

- ♦ Manage Meetings

Food and Beverage*

- ♦ Manage Catering
- ♦ Plan Special Events

Planning and Implementation

- ♦ Apply Project Management Techniques
- ♦ Display Critical Thinking and Analytical Skills
- ♦ Implement Loss/Risk Prevention
- ♦ Implement Operations for Service Excellence
- ♦ Support Strategic and Operational Plans

Revenue Management

- ♦ Apply Revenue Management Strategies

Risk Management

- ♦ Apply Risk Management Procedures

Sales and Marketing

- ♦ Provide Products and Services

* Skills Category/Skills of Food and Beverage is subject to change



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Public Relations Manager/ Marketing Communications Manager

Job Description

The Public Relations Manager/Marketing Communications Manager directs the development and execution of marketing communications initiatives including events, promotions, and collaterals with internal and external stakeholders. He/She establishes, owns and drives internal and external communications strategies that positively affect employees and guests/customers' understanding, engagement and commitment, to result in an even stronger connection to the company, leading to a positive return on investment. In this role, he/she is required to work closely with other departments to ensure that the brand image is consistent across all markets for all product lines.

The Public Relations Manager/Marketing Communications Manager ensures new marketing (including social media) campaigns and programmes are aimed at reaching sales targets and brand consistency, and high quality publications and materials are produced on time and within budget. He/She has to develop and maintain effective relationships with key media (print and online), establish good relationships with local and international media, and advocates the property's brand name and presence in social media spaces. In addition, the Public Relations Manager/Marketing Communications Manager needs to develop strategies and monitor online reviews and ratings and respond accordingly.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ◆ Foster Initiative and Enterprise in Teams
- ◆ Solve Problems and Make Decisions at Supervisory Level

Business Continuity Management

- ◆ Execute Crisis Management Plan

Communications

- ◆ Manage Meetings

Customer Experience

- ◆ Resolve Guests/Customers' Concerns and Feedback

Infocomm Technology

- ◆ Perform Computer Applications at Advanced Level

Marketing Communications and Public Relations

- ◆ Maintain Brand Image
- ◆ Monitor and Supervise Print Production
- ◆ Organise Press Conferences

People Management

- ◆ Conduct Staff Performance Assessment Process

Personal Management and Development

- ◆ Develop Personal Effectiveness at Supervisory Level

Planning and Implementation

- ◆ Display Critical Thinking and Analytical Skills

Sales and Marketing

- ◆ Develop Marketing Message
- ◆ Interpret Market Trends and Developments
- ◆ Manage Advertising Campaigns
- ◆ Manage Customer Acquisition and Retention Programmes
- ◆ Manage International Marketing Programmes
- ◆ Manage Market Research
- ◆ Manage Marketing Campaigns
- ◆ Manage Product and Brand Development
- ◆ Manage Social Media Platforms
- ◆ Write Proposal



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Digital Marketing Manager

Job Description

The Digital Marketing Manager develops digital marketing plans, focusing on demand generation and high impact activities with proven return on investment for the property. He/She leads and monitors the execution of all digital activities, manages the online review sites and responds accordingly.

He/She also creates and manages the continuous maintenance of the property's online and digital platforms, measures and reports on performance of all digital marketing activities against goals, as well as provides monthly reports on production, trends, booking and stay patterns as well as channel analysis.

The Digital Marketing Manager also directs and supports the needs of the markets and property to ensure the maximisation of all marketing channels. In addition, he/she liaises with host media to increase brand awareness and presence of the property, while working collaboratively with other departments to identify key segmental marketing opportunities to drive shares from specific target or niche markets.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ◆ Foster Initiative and Enterprise in Teams
- ◆ Solve Problems and Make Decisions at Supervisory Level

Business Continuity Management

- ◆ Execute Crisis Management Plan

Communications

- ◆ Manage Meetings

Customer Experience

- ◆ Manage Guest/Customer Experience
- ◆ Resolve Guests/Customers' Concerns and Feedback

Infocomm Technology

- ◆ Perform Computer Applications at Advanced Level

Innovation

- ◆ Contribute to Innovation Process Within Own Scope of Work in Business Unit

Leadership

- ◆ Lead Team to Develop Operational Plan

Marketing Communications and Public Relations

- ◆ Execute Digital Marketing Campaigns
- ◆ Maintain Brand Image

People Management

- ◆ Conduct Staff Performance Assessment Process

Planning and Implementation

- ◆ Display Critical Thinking and Analytical Skills
- ◆ Implement Loss/Risk Prevention

Sales and Marketing

- ◆ Analyse Market Trends and Industry Development
- ◆ Develop Marketing Message
- ◆ Manage Advertising Campaigns
- ◆ Manage Customer Acquisition and Retention Programmes
- ◆ Manage International Marketing Programmes
- ◆ Manage Market Research
- ◆ Manage Marketing Campaigns
- ◆ Manage Product and Brand Development
- ◆ Manage Social Media Platforms
- ◆ Write Proposal



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Assistant Director of Sales

Job Description

The Assistant Director of Sales assists the Director to plan, organise, supervise, direct and control the sales team to meet sales targets. He/She develops annual sales and marketing and promotional strategies for the property to achieve forecasted sales. He/She achieves this by coaching and motivating the sales team to maximise their potential by establishing realistic sales objectives for each member every month.

The Assistant Director of Sales identifies high-value guests/customers, and ensures good quality service standards are delivered by the sales team to retain these guests/customers. He/She also creates and develops on-going activities to promote the property and its products. He/She needs to conduct regular competitor analysis to examine the sales and marketing tactics adopted by other properties, and evaluate the execution of sales and promotional activities to increase revenue for the property.

The Assistant Director of Sales also reviews the departmental financial data to chart strategies in increasing profits for the property.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ◆ Solve Problems and Make Decisions at Managerial Level
- ◆ Support the Establishment of a Framework for Initiative and Enterprise

Business Continuity Management

- ◆ Manage Crisis Situations

Business Negotiation

- ◆ Participate in Dispute Resolution

Change Management

- ◆ Facilitate Innovation and Lead Team Leaders to Implement Change

Communications

- ◆ Conduct Interviews
- ◆ Manage Meetings

Customer Experience

- ◆ Develop Service Recovery Framework
- ◆ Manage Guest/Customer Experience
- ◆ Manage Guests/Customers' Concerns and Feedback
- ◆ Manage the Service Brand

Leadership

- ◆ Lead Team Leaders to Develop Business Strategies and Governance Management

People and Relationship Management

- ◆ Coach for Service Performance
- ◆ Plan, Conduct and Evaluate Orientation Training
- ◆ Supervise, Motivate and Empower Staff

People Management

- ◆ Conduct Staff Performance Assessment Process

Personal Management and Development

- ◆ Foster Team Adaptability
- ◆ Manage Workplace Challenges with Resilience

Revenue Management

- ◆ Implement Revenue Management Strategies

Risk Management

- ◆ Manage Loss/Risk Prevention

Sales and Marketing

- ◆ Conduct Market Profiling
- ◆ Develop Domestic Sales and Marketing Operational Plans
- ◆ Develop International Sales and Marketing Operational Plans
- ◆ Write Proposal



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Assistant Director of Events/ Assistant Director of Catering/ Assistant Director of Conference Services

Job Description

The Assistant Director of Events/Assistant Director of Catering/Assistant Director of Conference Services assists in supervising all catering, food and beverage functions, and other events of the property to ensure sufficient and effective operation of the department. Other than keeping a close relationship and strengthening guests/customers retention through regular sales activities, he/she trains team members, formulates sales strategies and works out different sales tools to achieve the events budget by attracting various targeted group of guests/customers.

The Assistant Director of Events/Assistant Director of Catering/Assistant Director of Conference Services should be equipped with food and beverage knowledge so as to offer the best arrangements for guests/customers, and to work closely with food and beverage outlet heads and department heads. He/She also needs to keep a close watch of all costing and expenses, and monitor departmental profitability.

To expand network and build reputation in local business activities, he/she also represents the property to attend social networking events.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- Solve Problems and Make Decisions at Managerial Level
- Support the Establishment of a Framework for Initiative and Enterprise

Business Continuity Management

- Manage Crisis Situations

Business Negotiation

- Participate in Dispute Resolution

Change Management

- Facilitate Innovation and Lead Team Leaders to Implement Change

Communications

- Conduct Interviews

Customer Experience

- Develop Service Recovery Framework
- Manage Guest/Customer Experience
- Manage Guests/Customers' Concerns and Feedback
- Manage the Service Brand

Food and Beverage*

- Manage Cost and Quality Controls

Leadership

- Lead Team Leaders to Develop Business Strategies and Governance Management

People and Relationship Management

- Coach for Service Performance
- Plan, Conduct and Evaluate Orientation Training
- Supervise, Motivate and Empower Staff

People Management

- Conduct Staff Performance Assessment Process

Personal Management and Development

- Foster Team Adaptability
- Manage Workplace Challenges with Resilience

Revenue Management

- Implement Revenue Management Strategies

Risk Management

- Evaluate and Review Compliance with Applicable Legislation and Regulations for the Business Unit
- Manage Loss/Risk Prevention

Sales and Marketing

- Develop Domestic Sales and Marketing Operational Plans
- Develop International Sales and Marketing Operational Plans

* Skills Category/Skills of Food and Beverage is subject to change



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Assistant Director of Public Relations/ Assistant Director of Marketing Communications

Job Description

The Assistant Director of Public Relations/ Assistant Director of Marketing Communications is responsible for building the property and brand awareness, and ensuring that the property is correctly positioned and all marketing communications are communicated in a timely manner to the appropriate target markets, maximising revenue. He/She has to ensure conformity to the property's brand guidelines and brand image.

He/She leads the public relation, marketing and e-commerce strategies to meet the annual Public Relations, e-commerce and marketing plan set by the Director and develops strategic marketing plan for the property, including group, leisure and local efforts. To promote the property brand further, he/she maintains good working relationships with tourism bureaus, media, community leaders and other stakeholders, and manages all e-commerce and social media opportunities available, tracking and analysing the outcomes of the campaigns.

He/She also provides crisis communication assistance to the property when required.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- Solve Problems and Make Decisions at Managerial Level

Business Continuity Management

- Manage Crisis Situations

Business Negotiation

- Participate in Dispute Resolution

Change Management

- Facilitate Innovation and Lead Team Leaders to Implement Change

Customer Experience

- Manage Guest/Customer Experience
- Manage Guests/Customers' Concerns and Feedback
- Manage the Service Brand

Infocomm Technology

- Analyse Hospitality Data

Leadership

- Lead Teams Leaders to Develop Business Strategies and Governance Management

Marketing Communications and Public Relations

- Develop and Oversee Public Relations Strategies
- Develop Digital Strategies

People and Relationship Management

- Plan, Conduct and Evaluate Orientation Training
- Supervise, Motivate and Empower Staff

Personal Management and Development

- Foster Team Adaptability
- Manage Workplace Challenges with Resilience

Risk Management

- Manage Loss/Risk Prevention

Sales and Marketing

- Develop Domestic Sales and Marketing Operational Plans
- Develop International Sales and Marketing Operational Plans
- Develop Social Media Strategies
- Manage Hotel Sales and Marketing Initiatives



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Director of Sales

Job Description

The Director of Sales manages and directs all markets including the corporate and leisure segments, to maximise revenue for the property. He/She is responsible for conducting researches, preparing and delivering the strategic sales and business plan, monthly reporting needs, annual targets, budget, business forecasts and other reports or projects.

He/She has to survey, review and analyse the competition, market trends, guests/customers' needs and performance in order to be proactive and adaptable to the changing market environment. With this information, the Director of Sales develops new sales plans and programmes to improve the effectiveness of the current plans and programmes.

The Director of Sales also needs to apply principles of revenue management and be able to work together with the revenue department. Internally, he/she administers the staffing, training and performance reviews for the sales department, and implements measures to enhance the property's image and set high service standards.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ♦ Apply Systems Thinking in Problem Solving and Decision Making
- ♦ Contribute to the Design and Development of a Productivity Framework
- ♦ Facilitate the Implementation of a Productivity Framework

Business Continuity Management

- ♦ Direct Management of Crisis Situations

Business Negotiation

- ♦ Manage and Direct Negotiations
- ♦ Manage Dispute Mediation

Communications

- ♦ Conduct Presentation to Senior Management

Customer Experience

- ♦ Drive Branding and Communication for Service Excellence

Finance

- ♦ Prepare Budget for the Business Unit

Infocomm Technology

- ♦ Analyse and Recommend Best Practices and Technology in Hospitality

Information and Results

- ♦ Drive Service Quality and Customer Satisfaction

Innovation

- ♦ Innovate the Customer Experience
- ♦ Manage Innovation in the Business Function

Leadership

- ♦ Lead Managers to Develop Organisational and Governance Strategies

People Management

- ♦ Develop Managers and High Potential Employees through Organisational Talent Capability Review
- ♦ Manage Human Resources in the Department

Personal Management and Development

- ♦ Develop Self to Maintain Professional Competence at Senior Management Level

Planning and Implementation

- ♦ Manage and Review Systems and Processes
- ♦ Manage Resource Planning
- ♦ Provide Information for Management Decision Making

Revenue Management

- ♦ Analyse Data for Trends and Forecasts
- ♦ Manage Strategic Revenue Management

Sales and Marketing

- ♦ Identify New Sales and Marketing Opportunities
- ♦ Manage Customer Acquisition and Retention Programmes
- ♦ Manage Hotel Sales and Marketing Initiatives



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Director of Events/ Director of Catering/ Director of Conference Services

Job Description

The Director of Events/Director of Catering/ Director of Conference Services is responsible for ensuring the smooth and efficient running of the department, covering both sales as well as services functions of the property. He/She plans, organises, directs and controls the team to meet sales targets and service standards. Coaching and motivating the team to maximise their potential by establishing realistic sales objectives for each member is also part of his/her role.

He/She identifies high-value guests/customers, and ensures good quality service standards are delivered by the servicing team to retain these guests/customers. He/She also works with the marketing team by creating and developing events and conferences to promote the property and its facilities.

The Director of Events/Director of Catering/ Director of Conference Services also reviews departmental financial data to chart strategies to increase profits for the property.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- Apply Systems Thinking in Problem Solving and Decision Making
- Contribute to the Design and Development of a Productivity Framework
- Facilitate the Implementation of a Productivity Framework

Business Continuity Management

- Direct Management of Crisis Situations

Business Negotiation

- Manage and Direct Negotiations
- Manage Dispute Mediation

Communications

- Conduct Presentation to Senior Management

Customer Experience

- Drive Branding and Communication for Service Excellence

Finance

- Prepare Budget for the Business Unit

Infocomm Technology

- Analyse and Recommend Best Practices and Technology in Hospitality

Information and Results

- Drive Service Quality and Customer Satisfaction

Innovation

- Innovate the Customer Experience
- Manage Innovation in the Business Function

Leadership

- Lead Managers to Develop Organisational and Governance Strategies

People Management

- Develop Managers and High Potential Employees through Organisational Talent Capability Review
- Manage Human Resources in the Department

Personal Management and Development

- Develop Self to Maintain Professional Competence at Senior Management Level

Planning and Implementation

- Develop Service Operations
- Manage and Review Systems and Processes
- Manage Resource Planning

Revenue Management

- Analyse Data for Trends and Forecasts
- Implement Revenue Management Strategies
- Manage Strategic Revenue Management

Sales and Marketing

- Identify New Sales and Marketing Opportunities
- Manage Customer Acquisition and Retention Programmes



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Director of Public Relations/ Director of Marketing Communications

Job Description

The Director of Public Relations/Director of Marketing Communications is responsible for the planning, development and implementation of all marketing strategies, marketing communications, and public relations activities, both external and internal. While directing the efforts of the marketing, communications and public relations team and coordinating at the strategic and tactical levels with the other departments, he/she also oversees the development and implementation of support collaterals and services.

The Director of Public Relations/Director of Marketing Communications creates, develops and executes the marketing and communications plans for public relations, and pre and post-opening marketing. He/She also works with the team or external agencies to come up with new ideas for image, advertising campaigns and marketing messages. Clear articulation of the property's desired image, messaging and positioning is required throughout to ensure consistency. He/She is responsible for editorial direction, design, production and distribution of all publications, in print and online.

The Director of Public Relations/Director of Marketing Communications manages media interests in the property and ensures regular contact with target media. He/She respond appropriately to media requests, and acts as the property's representative or spokesperson to the media. He/She also manages and maintains third party relationships with key vendors covering marketing and public relations functions, and oversees communications with guests or customers. He/She is also responsible for developing short and long-term plans and budgets for programmes and activities.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ♦ Apply Systems Thinking in Problem Solving and Decision Making
- ♦ Contribute to the Design and Development of a Productivity Framework

Business Continuity Management

- ♦ Direct Management of Crisis Situations

Business Negotiation

- ♦ Manage and Direct Negotiations
- ♦ Manage Dispute Mediation

Communications

- ♦ Conduct Presentation to Senior Management
- ♦ Establish Internal Communications Platforms and Channels
- ♦ Establish Public Relations Strategies

Customer Experience

- ♦ Create Guest/Customer Experience
- ♦ Drive Branding and Communication for Service Excellence

Finance

- ♦ Prepare Budget for the Business Unit

Infocomm Technology

- ♦ Analyse and Recommend Best Practices and Technology in Hospitality

Leadership

- ♦ Lead Managers to Develop Organisational and Governance Strategies

People Management

- ♦ Develop Managers and High Potential Employees through Organisational Talent Capability Review
- ♦ Manage Human Resources in the Department

Personal Management and Development

- ♦ Develop Self to Maintain Professional Competence at Senior Management Level

Planning and Implementation

- ♦ Manage Resource Planning
- ♦ Provide Information for Management Decision Making

Revenue Management

- ♦ Manage Strategic Revenue Management

Sales and Marketing

- ♦ Direct Market Research
- ♦ Identify New Sales and Marketing Opportunities



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Director of Sales and Marketing

Job Description

The Director of Sales and Marketing leads the sales and marketing team in optimising revenue from rooms and catering by attaining sales revenue targets as well as individual goals as assigned. He/She produces, implements and monitors action plans to ensure that the objectives in the revenue plan are achieved by identifying and securing new opportunities for the team to promote the expansion and penetration of portfolios, while maintaining contact with all existing guests/customers in the market to ensure high levels of satisfaction.

The Director of Sales and Marketing ensures that deadlines of sales and marketing projects are met. He/She also reviews daily business levels, anticipates critical situations, and plans effective solutions to best expedite appropriate actions. He/She has to monitor competitors' activities and assist in market intelligence, oversee all marketing and communications initiatives and work in line with the property's vision and goals. He/She is responsible for creating the property brand awareness to establish a competitive edge and has to establish and upkeep strategic partnerships with external stakeholders.

In addition to managing the department's budget, he/she plans the training and bonus or incentive schemes for the sales team in accordance with the marketing budget and property standards. He/She has to work closely with division and department heads to resolve any operational issue or challenges. Last but not the least, he/she has to adhere to all property policies, procedures, business codes and ethics and ensure that they are communicated and implemented within the team.

Skills Category

Skills

Business Continuity Management

- Direct Management of Crisis Situations
- Provide Leadership during Crisis Situations

Business Negotiation

- Direct Negotiation Policy and Develop Negotiation Limits

Change Management

- Facilitate Innovation and Lead Managers to Manage Change

Finance

- Develop and Establish Financial Budget and Plans

Infocomm Technology

- Capitalise on Opportunities Created Through Digital Disruption in the Hospitality Industry

Innovation

- Champion Service Innovation
- Facilitate Innovation Process within the Organisation

Knowledge Management

- Develop and Establish a Knowledge Management System

People and Relationship Management

- Build Positive Relationships with the Board
- Establish Organisational Relationships and Lead Organisational Diversity
- Strategise Workforce for Service Excellence

People Management

- Develop Strategies for Talent Management

Personal Management and Development

- Develop Self to Maintain Professional Competence to Lead an Organisation

Results Achievement

- Monitor Divisional Performance and Develop Reward Strategies to Facilitate Achievement of Results

Revenue Management

- Manage Total Revenue Management

Sales and Marketing

- Direct Organisational Sales and Marketing Strategies and Business Targets
- Evaluate Sales and Marketing Outcomes



SKILLS MAP FOR SALES AND MARKETING TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

General Manager

Job Description

The General Manager directs all strategies and operations in the property, together with a team of senior management staff. He/She sets the vision and works closely with his/her team to ensure proper return on investment, higher revenues and enough sales to keep the property running smoothly. He/She leads the management team to effectively manage the various functional areas to maximise financial performance and guest experiences while upholding quality standards, property's brand image and values.

Innovative and transformative, the General Manager strategises and leads organisational growth to stay ahead of competition and trends, as well as take advantage of business opportunities. The General Manager also directs the maximisation of revenue by anticipating market shifts, develops and monitors annual business and marketing plans. He/She conducts regular meetings with all Heads of Departments and safeguards quality of both internal and external operations. He/She represents the property for civic, business, industry and local government matters (including statutory and legal regulations), as well as promotes the property as its lead brand ambassador.

The General Manager establishes and oversees the employment and development of staff, and communicates with his/her management team and all staff regularly. He/She should possess good communication skills, and be an enabler to motivate and empathise with staff while enforcing high standards of service in the property.

Skills Category

Skills

Business Continuity Management

- Provide Leadership during Crisis Situations

Change Management

- Lead Change Management

Communications

- Represent and Promote the Organisation

Finance

- Set Organisation's Finance Philosophy and Strategies

Innovation

- Lead and be Accountable for Innovation within the Organisation

Leadership

- Act as an Effective Board Member
- Adopt International Hotel Asset Valuation and Acquisition Business Models
- Develop Strategic Business Partnerships
- Identify and Develop Business Opportunities
- Interpret Statutory Financial Statements for Business Leaders
- Lead Organisation to Develop Organisational Strategic Priorities, Culture and Governance

People Management

- Develop Succession Plan
- Lead Organisational Succession Planning, Capability Development and Employee Engagement

Planning and Implementation

- Develop and Drive Organisational Vision, Mission and Values
- Direct Organisational Strategies and Set Targets

Results Achievement

- Monitor Organisational Performance and Develop Reward Strategies to Lead Achievement of Results