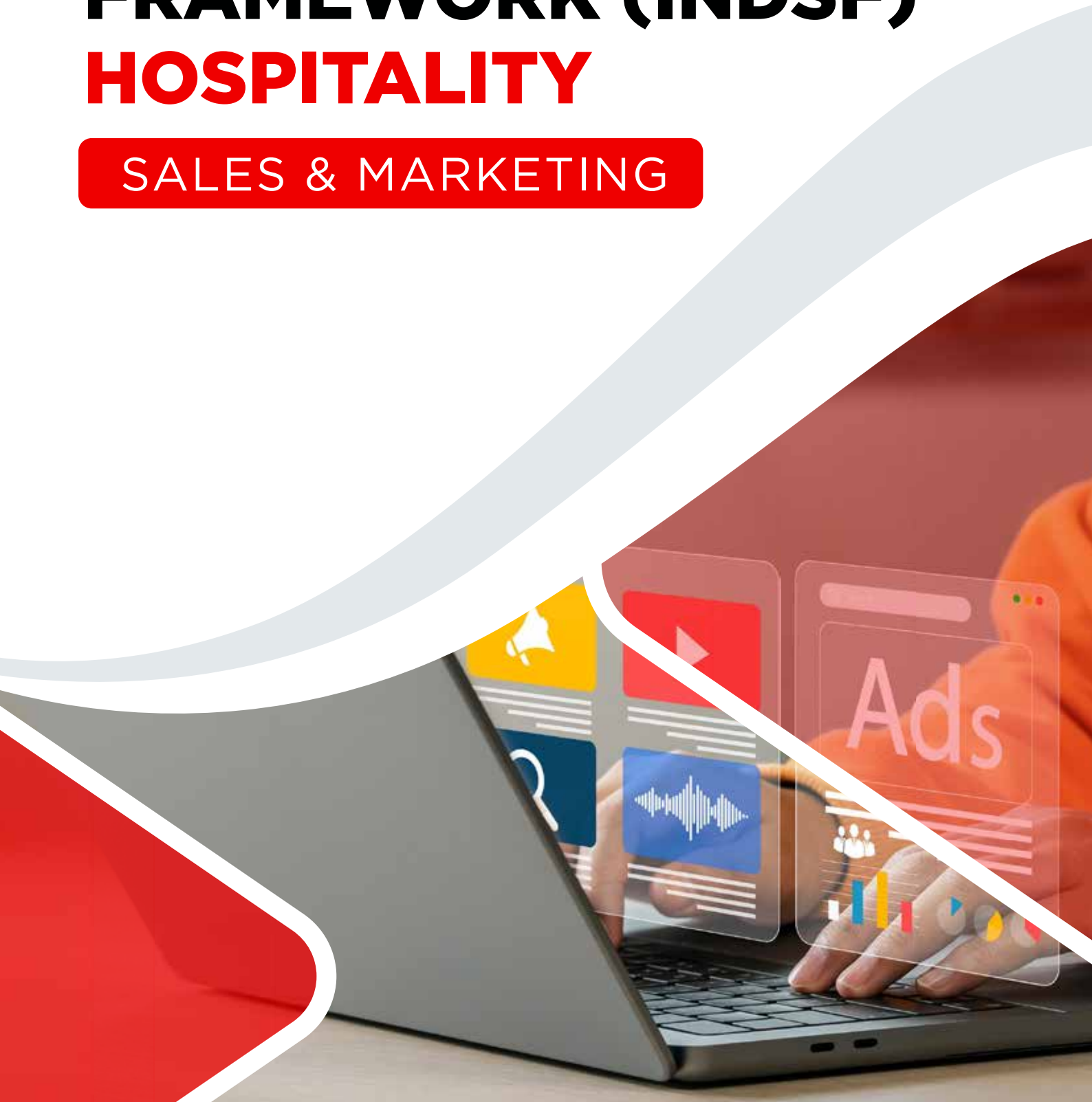


INDUSTRIAL SKILLS FRAMEWORK (INDSF) HOSPITALITY

SALES & MARKETING



Published by

HUMAN RESOURCE DEVELOPMENT CORPORATION (HRD CORP) (545143-D)

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Preface

The Malaysian hospitality industry is a fast-growing industry that have contributed significantly to the national economy. To address the talent development needs within the industry, the first version of the Industrial Skills Framework (IndSF) for Hospitality was developed in 2018 with the collaboration of key industry players and employer associations.

Recognising the importance of enhancing this document, HRD Corp worked to update the document in 2023 to broaden its focus areas and enrich the information on current talent development skillsets required, including new job positions that have emerged following the pandemic.

Working in collaboration with the Malaysian Association of Hotels (MAH) and the Malaysian Budget & Business Hotel Association (MyBHA), HRD Corp identified subject matter experts to participate in the initiative. Workshop sessions were conducted both physically and online. The updated IndSF Hospitality framework focuses on five main areas as listed below:



Acknowledgments

Subject Matter Experts

We would like to thank all 13 subject matter experts who have contributed to the enhancement of the Industrial Skills Framework document for Hospitality.

NO	NAME	ORGANISATION
1	Santhosam Arumugam	Glory Beach Resort
2	Oh Soon Meng (Kenneth)	Anggun Boutique Hotel
3	Prathep Nayar	Mines Beach Resort
4	Khoo Peng Yong	Bangi Business Hotel
5	Tang Chee Boon	BMS Solutions
6	Nathan Vaithi	Zenith Putrajaya
7	Ng Kien Ti	DoubleTree by Hilton
8	Moganraj Subramaniam	Mavin Ecomm Services
9	Winnie Hoh Yoon Nee	Avante Hotel
10	Yogendran Devarajan	Elysium Resort
11	Zamari Haji Muhyi	1108 Hotels & Resorts
12	Kalai Selvan Chinnapayen	Sheraton Hotel
13	Narendran Asanthanam Pillai	Equatorial Plaza

From the Chief Executive's Desk



As the custodian of Malaysia's human capital development efforts, HRD Corp has always been committed to ensuring that every Malaysian talent and member of the workforce is given the chance to develop their skills and knowledge. Our levy programme and strategic initiatives have been geared towards providing skills training, placement and income-generation opportunities to all Malaysians. This is because we believe these are the fundamentals that can help them grow personally and professionally.

Beyond that, we work closely with our registered employers, businesses and industry players to ensure they have the right training and development pathways to support their employees' career journeys, all while creating avenues to make it easier for them to invest in their workforce. At the same time, we collaborate with Malaysian trainers and training providers to strengthen the country's training and development ecosystem, ensuring that the training community can offer high-quality, industry-relevant current and future work skills.

Given our far-reaching impact and engagement, HRD Corp regularly receives requests for feedback from individuals, businesses, industries and the government on the status and potential of Malaysia's skills development landscape. We are also often tapped to provide counsel and recommendations on what industry players can do to address skills gaps within their respective industries and provide relevant and high-quality training programmes for their talents.

For these reasons, I am immensely proud to introduce to you the Industrial Skills Framework, a visionary initiative that not only answers the above-mentioned requests, but is also a comprehensive document designed to empower the workforce of today and tomorrow. This remarkable framework is testament to HRD Corp's unwavering commitment to drive human capital excellence across various industries.

The Industrial Skills Framework serves as a comprehensive guide that not only identifies the critical skills demanded by industries but also outlines the pathways to acquire and enhance these skills. It is a roadmap for individuals seeking to thrive in the modern industrial landscape, and for organisations aiming to remain competitive by nurturing a skilled workforce.

On behalf of HRD Corp, I thank our industry partners and collaborators for their effort and commitment in making IndSF a reality. I also hope that the IndSF will continue to be the main source of reference for all talents, professionals and leaders as they seek new opportunities and work together to elevate their respective industries.

YBhg. Datuk Wira Shahul Dawood
Chief Executive of HRD Corp

Sectorial Committee Foreword



The hospitality industry is considered to be one of the fastest-growing service industries across the globe and has been a key contributor to Malaysia's economy year after year. It encompasses a wide range of businesses, including hotels, resorts, restaurants, cafes, and other tourism-related services.

Currently, due to rapid technological advancement, automation, and globalisation, the hospitality industry suddenly finds itself experiencing increased competition and the need for specialised skills among employees. To adapt to this landscape, it is paramount that the industry remains committed to upskilling and reskilling their staff to keep pace with the evolving demand of providing high-quality customer service.

To serve as the industry's guidepost, I am pleased to present our Industrial Skills Framework (IndSF) working committee for the Hotel Industry. IndSF is a comprehensive compilation of both common and specialised skills required for various positions within the hotel industry in Malaysia. It offers a reference point for current employees, future talents, employers, and training providers, empowering them to embrace change and navigate the evolving landscape with confidence.

As part of the working committee of STC Hospitality, I extend my heartfelt appreciation to the rest of the working committee and industry Subject Matter Experts for their dedication and expertise in shaping this IndSF. Their collective efforts have culminated in a valuable resource that will propel our industry towards greater heights.

I would also like to acknowledge HRD Corp management for their unwavering support and leadership throughout this journey. Their commitment to the growth and development of the hospitality industry has been instrumental in the realisation of IndSF.

This is just the beginning of our collective pursuit of excellence. IndSF will continue to evolve, ensuring it remains relevant and responsive to the dynamic needs of the industry. I encourage all stakeholders to actively engage with this framework, offering feedback and insights that will contribute to its continuous improvement.

Together, let us embrace IndSF as a catalyst for continuous improvement, excellence, and innovation within the hospitality industry.

Thank you.

Yours in Hospitality

Shirley Lai

Vice President

Malaysian Association of Hotels (MAH)

Sectorial Committee Foreword



As we stand on the threshold of significant advancements in the hospitality sector, I am honoured to present the HRD Corp Industrial Skills Framework (IndSF) for the Hotel Industry. This framework aims to enhance the employability, productivity, and efficiency of Malaysia's workforce, underscoring the crucial role the hotel industry plays in our nation's economic development.

The hotel industry is a cornerstone of Malaysia's economy, generating employment, driving revenue, and attracting tourists. IndSF outlines the skills, knowledge, and attitudes required for professionals to excel, addressing critical skill gaps and offering practical training guidance.

This framework is a strategic resource that enables organisations to create tailored development plans. By focusing on the necessary skills for various roles, from entry-level to management, IndSF ensures a workforce capable of meeting industry demands.

The benefits of adopting the IndSF are clear. It allows organisations to rectify skill deficiencies, boosting productivity and efficiency. Well-trained employees perform tasks more effectively, leading to superior outcomes. Additionally, access to targeted training enhances career prospects, making employees more valuable while improving their advancement opportunities. By investing in employee development, organisations can attract and retain talent, bolstering their industry reputation. Ultimately, IndSF can spur industry growth, increase productivity, generate revenue, and create new jobs.

To conclude, IndSF is an indispensable asset for the hotel industry. It equips organisations to identify and address skill gaps, fostering a culture of continuous improvement and excellence. The suggested enhancements will further its impact, ensuring it remains a pivotal resource for the industry's skill needs. I extend my heartfelt appreciation to the working committee and industry Subject Matter Experts for their dedication and expertise in shaping IndSF.

Dr Sri Ganesh Michiel

National President

Malaysian Budget & Business Hotel Association (MyBHA)

Guidelines

01

This document serves as a **GUIDE** for individuals, employers, and training providers on knowledge, experiences, and skills mastery in the Hospitality industry.

02

The job matrix serves as a **REFERENCE** for career progression within the industry.

03

The Industrial Skills Framework for the Hospitality Industry will **FOCUS ON** Level 4 of the Malaysian Skill Certification (or its equivalent) and above.

04

This document focuses on **JOB DESCRIPTIONS, SKILLS AND TRAINING NEEDED** in the Hospitality Industry.

05

It is a **COMPLEMENTARY DOCUMENT** to existing references developed by the National Occupational Skills Standard (NOSS) and Malaysian Qualifications Framework (MQF).

06

The Industrial Skills Framework document is **NOT EXHAUSTIVE** and may be **REVIEWED FROM TIME TO TIME** for continuous improvements in parallel with the latest changes within the industry.

About the Industrial Skills Framework (IndSF)

Human Resource Development Corporation (HRD Corp) was established in 1993. As an agency under the Ministry of Human Resources, it is responsible for collecting levies from key industries and disbursing training grants to registered employers through its internal mechanisms known as the Human Resources Development Fund (HRDF). Today it has expanded its role to include training and development programmes for all Malaysian talents and employers and provide income-generating opportunities to all communities in need.

HRD Corp developed the Industrial Skills Framework (IndSF) to support the industry in acquiring a skilled workforce that meets the level of competencies and experience needed.

The development is supported by the participation of subject matter experts that represent associations and employers of the Hospitality industry. This is done based on the underlying principles below:



With IndSF, employees and employers can enhance their skills for career progression. The levy utilisation process also becomes more guided as employers can choose from a list of industry-relevant training programmes that can provide a greater return on investment for their company.

Sectoral Information

Hospitality in Numbers



Source: HRD Corp Internal Data, January 2022 - May 2023

TOP 5 TRAINED SKILL AREAS in Hospitality



Source: HRD Corp Internal Data, January 2022 - May 2023

Business Outlook

A look into the Hospitality industry

“TOURISM IS ONE OF THE WORLD’S LARGEST INDUSTRIES, WITH OVER 319 MILLION JOBS WORLDWIDE, OR 10.0% OF TOTAL EMPLOYMENT IN 2018, EMPLOYING PEOPLE EITHER DIRECTLY OR INDIRECTLY. THE SCOPE OF THE TOURISM MANAGEMENT INDUSTRY IS GROWING CONCURRENTLY WITH THE WORLD’S GROWING ECONOMY.”

The tourism industry has one of the highest returns on investment. An additional RM 1 billion investment in this sector can increase output by RM 1.9 billion.

In Malaysia, tourism is a key economic driver, contributing 15.9% to the GDP in 2023.

This reflects a significant growth supported primarily by the retail trade and food and beverage services segments.

The number of hotels in Malaysia has steadily increased over the past two decades, from 1,578 in March 2000 to 4,732 units by 2023.

In 2023, Malaysia retained its top position in the Global Muslim Travel Index and Kuala Lumpur remained one of the Top 100 City Destinations.

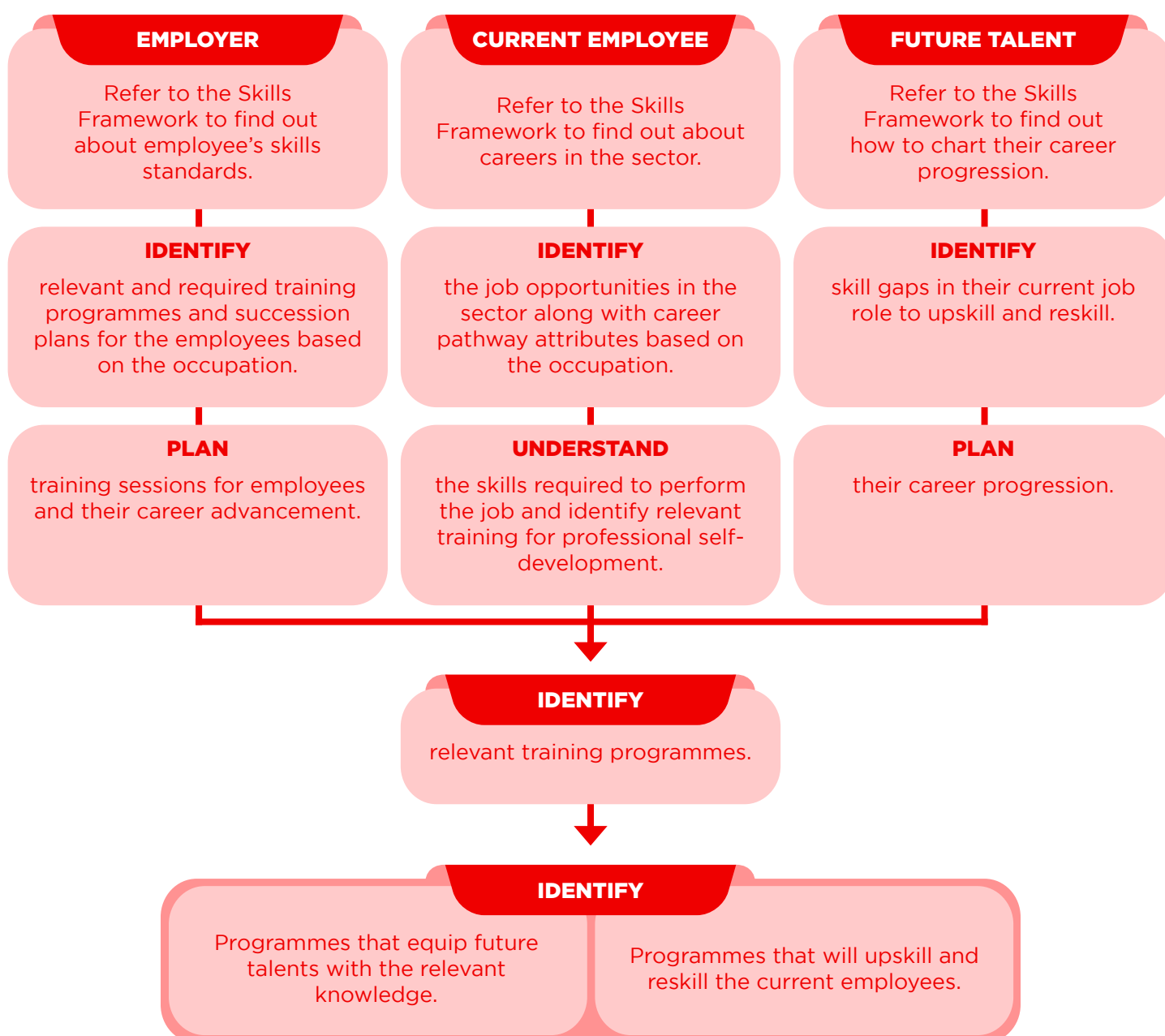
The Gross Value Added of Tourism Industries grew to RM 245 billion, marking a 10.5% increase from the previous year.

The tourism sector provided 3.8 million jobs, constituting 24% of the nation's total employment.

Globally, Malaysia is ranked 14th in tourist arrivals and 20th among 50 countries in tourism receipts (UNWTO 2023).

Moving Forward

Hospitality Industry



Lifelong learning to fulfill existing and emerging demands of the industry.

Level Descriptors

Malaysian Occupational Skills Qualification Framework (MOSQF)

01

Competent in performing a range of varied work activities, most of which are routine and predictable.

02

Competent in performing a significant range of varied work activities in various contexts. Some of the activities are non-routine and require individual responsibility and autonomy.

03

Competent in performing a broad range of varied work activities in various contexts, most of which are complex and non-routine. There is a considerable responsibility, autonomy, and control or guidance of others are often required.

04

Competent in performing a broad range of complex technical or professional work activities carried out in various contexts and with a substantial degree of personal responsibility and autonomy. Responsibility for the work of others and allocation of resources is often present. A higher level of technical skills should also be demonstrated.

05

Competent in applying a significant range of fundamental principles and complex techniques across a wide and often unpredictable variety of contexts. Very substantial personal autonomy and significant responsibility for the work of others are required. Must also be able to allocate substantial resources accordingly and demonstrate solid personal accountability for analysis, diagnosis, design, planning, execution and evaluation. Specialisation in a particular technical skill area should be demonstrated.

06

Achievement at this level reflects the ability to refine and use relevant understanding, methods and skills to address complex problems with limited definitions. It includes taking responsibility for planning and developing courses of action that result in substantial change or development, as well as exercising broad autonomy and judgement. It also reflects an understanding of different perspectives, approaches of schools of thought and the theories that underpin them.

07

Achievement at this level reflects the ability to reformulate and use relevant understanding, methodologies and approaches to address problematic situations that involve many interacting factors. It includes taking responsibility for planning and developing courses of action that initiate or underpin substantial change or development, as well as exercising broad autonomy and judgement. It also reflects an understanding of theoretical and relevant methodological perspectives and how they affect their sub-area of study or work.

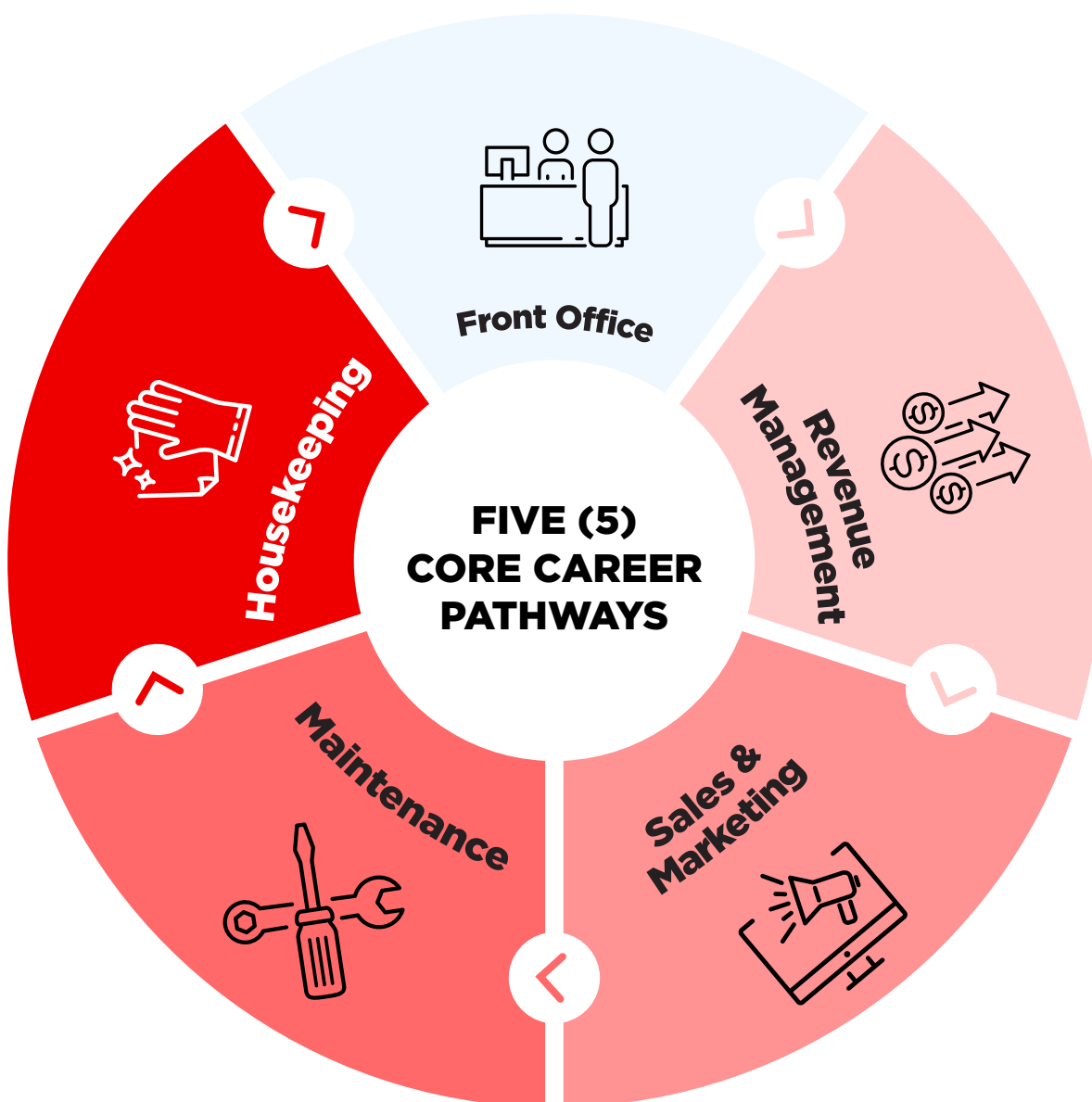
08

Achievement at this level reflects the ability to develop original understanding and extend a sub-area of knowledge or professional practice. It reflects the ability to address problematic situations that involve many complex and interacting factors through initiating, designing and undertaking research, development or strategic activities. It involves the exercise of broad autonomy, judgement and leadership in sharing responsibility for developing a field of work or knowledge or for creating substantial professional or organisational change. It also reflects a critical understanding of relevant theoretical and methodological perspectives and how they affect the field of knowledge or work.

Career Pathways

Hotel Industry

HRD Corp has identified five (5) core career pathways, specific to the Hospitality industry. Each of them plays a crucial role in ensuring guests to have an extraordinary hospitality experience.



Career Pathways

Hotel Industry

HRD Corp has identified five (5) core career pathways, specific to the Hospitality industry. Each of them plays a crucial role in ensuring guests to have an extraordinary hospitality experience.

Front Office

The Front Office department is the hub of the property and it is where guests form their first and last impressions. Employees are in constant contact with guests, and have diverse work exposure within the property.

PRIMARY ROLES AND RESPONSIBILITIES

- Welcome guests.
- Upselling rooms and services.
- Maintain guest accounts.
- Attend to guest enquiries and needs.
- Attend to reservation needs.
- Perform telephonist functions.
- Provide services and information to guests throughout their stay.

Housekeeping

The Housekeeping Department plays a vital role in establishing the property's reputation for high standards and cleanliness. Many properties are investing in information technology and are becoming eco-sensitive; thus transforming the jobs of the Housekeeping department.

PRIMARY ROLES AND RESPONSIBILITIES

- Ensure guest room cleanliness and comfort is well maintained.
- Ensure that guest room supplies and materials are provided.
- Clean and maintain public areas, back areas, and surroundings of the property.

Sales & Marketing

The Sales and Marketing department is in charge of optimising room sales and revenue, increasing brand awareness, and ensuring customer satisfaction. They work closely with other departments to ensure that the hospitality business remains competitive, attracts a steady stream of guests, and achieves its revenue goals.

PRIMARY ROLES AND RESPONSIBILITIES (SALES)

- Develop and implement sales strategies.
- Achieve sales targets.
- Develop distribution channels and market segments.

PRIMARY ROLES AND RESPONSIBILITIES (MARKETING)

- Develop and implement marketing strategies.
- Increase exposure of property through media and advertising opportunities.
- Carry out market research and organise campaigns
- Manage and promote the property's brand image
- Planning, creating, controlling, and managing marketing resources, funds, and budgets.

Career Pathways

Hotel Industry

HRD Corp has identified five (5) core career pathways, specific to the Hospitality industry. Each of them plays a crucial role in ensuring guests to have an extraordinary hospitality experience.

Revenue Management

The Revenue Management department looks into maximising a property's profitability by analysing and identifying demand to optimise inventory sales using effective pricing strategies. It works closely with the Sales and Marketing department to strategise the sales and marketing plans, and with the reservations team on daily room bookings.

PRIMARY ROLES AND RESPONSIBILITIES

- Achieve highest possible revenue growth.
- Analyse trends and past sales reports to identify market segments.
- Perform sales forecasts.
- Set the pricing of rooms and products or facilities for optimal occupancy.
- Determine room pricing for optimal occupancy through various distribution channels.

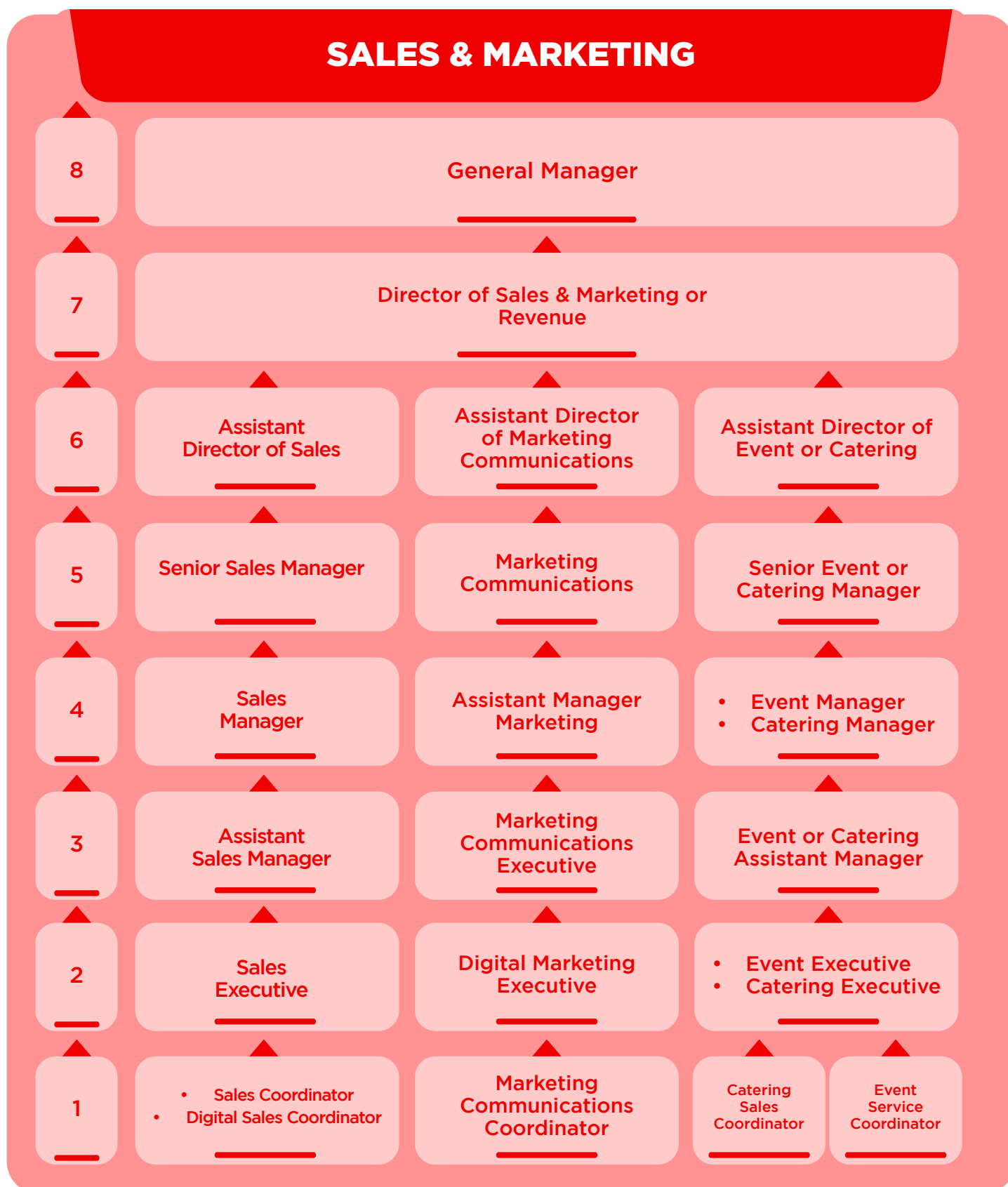
Maintenance

The Maintenance department is critical for ensuring the safety, functionality, and aesthetics of a property. It encompasses a wide range of tasks aimed at preserving the physical assets of a hotel or hospitality establishment, which in turn enhances guest satisfaction and operational efficiency.

PRIMARY ROLES AND RESPONSIBILITIES

- Conduct regular inspections of facilities and equipment.
- Schedule routine maintenance tasks to prevent breakdowns.
- Maintain HVAC systems, plumbing, and electrical systems.
- Address immediate repair needs and equipment failures.
- Troubleshoot and resolve issues promptly to minimise downtime.
- Adhere to safety regulations and industry standards.
- Conduct safety inspections and ensure fire safety systems are functional.
- Maintain records of maintenance activities and equipment status.
- Manage inventory of spare parts and maintenance supplies.

Career Pathway Chart



How HRD Corp Contributes to the Hospitality Industry

HRD Corp Registered Employers are eligible for financial assistance to defray all or a major portion of their allowable cost of training for their employees. This is done through the various training schemes and grants available.

Training also has to be in an area or field that would directly benefit business operations.

Overall From 1993 to 2023



**RM12.87
billion**

Financial Assistance approved
for all industries covered under
the PSMB Act 2001



22,416,857

training places approved for all
industries

Hotel Industry (2020 - 2023)



**RM67.94
million**

Financial Assistance approved
for training



118,607

training places approved

Marketing Communications Coordinator

Level: 2

Job Description

- Responsible for coordinating and implementing various marketing communication strategies and activities to effectively promote hotel products, services, or brand.
- Responsible for ensuring consistent messaging and branding across various channels by working closely with cross-functional teams.

Roles & Responsibilities

- To develop and execute marketing communication strategies and campaigns to support overall marketing objectives and promote hotel products and services.
- To coordinate the creation and production of marketing materials, including brochures, presentations, sales collaterals, digital content, and advertisements.
- To ensure brand consistency in all marketing communication efforts, including messaging, tone, and visual identity.
- To collaborate with internal teams, such as marketing, sales, product, and design, to gather information and create compelling marketing content.
- To coordinate the distribution of marketing materials through various channels, including digital platforms, print, email, and social media.
- To manage and maintain the hotel's online presence, including the website, social media profiles, and other digital channels, ensuring they are up-to-date and engaging.
- To monitor and analyse the performance of marketing communication efforts using various analytics tools and provide regular reports and insights to stakeholders.
- To support the planning and execution of marketing events, such as trade shows, conferences, and promotional activities.
- To collaborate with external vendors and agencies, such as graphic designers, printers, and event organisers, to ensure timely and high-quality deliverables.
- To stay updated with industry trends, best practices, and emerging marketing communication technologies and tools.

Pre-Requisites

- Proven experience in marketing, communications, or any related fields.
- Strong written and verbal communication skills, with the ability to create compelling and engaging content.
- Analytical mindset with the ability to analyse data, identify trends, and make data-driven decisions.

Pre-Requisites

- Excellent organisational and project management skills, with the ability to multitask and meet deadlines.
- Proficiency in marketing communication tools, such as graphic design software, content management systems, email marketing platforms, and social media management tools.
- A Bachelor's Degree in Marketing, Communications, or any related fields.

	Soft Skills	Competency Level	Recommended Training
1	Effective Communication	2	<ul style="list-style-type: none"> • Presentation Skills • Cross-Cultural Communication
2	Creative Thinking	2	<ul style="list-style-type: none"> • Creative Thinking Workshops • Creative Writing Courses
3	Adaptability	2	<ul style="list-style-type: none"> • Cross-Training and Job Rotation
4	Cross-Functional Team Collaboration	2	<ul style="list-style-type: none"> • Team Building Workshops • Cross-Cultural Collaboration
5	Effective Organisational Skills	2	<ul style="list-style-type: none"> • Project Management Professional (PMP) Certification • Project Management Fundamentals
6	Data Analysis	2	<ul style="list-style-type: none"> • Data Analysis and Interpretation Training • Statistical Analysis Skills
7	Establishing and Maintaining Relationships	2	<ul style="list-style-type: none"> • Conflict Resolution • Team Building and Collaboration • Feedback and Constructive Criticism
8	Attention to Details	3	<ul style="list-style-type: none"> • Quality Control and Quality Assurance Training • Standard Operating Procedures (SOPs)
9	Handling Multiple Tasks and Deadlines	3	<ul style="list-style-type: none"> • Prioritisation Techniques Training • Proactive Calendar Management

	Technical Skills	Competency Level	Recommended Training
1	Digital Strategy and Planning	2	<ul style="list-style-type: none"> Digital Strategy Workshops and Seminars Online Courses on Strategy and Planning (LinkedIn Learning) Digital Strategy Courses
2	Digital Industry Knowledge	2	<ul style="list-style-type: none"> Digital Workshops Digital Publications and Journals Networking and Digital Associations Online Research and News
3	Product and Service Knowledge	2	<ul style="list-style-type: none"> Digital Customer Feedback Analysis
4	Presentation and Digital Skills	2	<ul style="list-style-type: none"> Public Speaking Courses Digital Workshops Media Training (for Media Interactions)
5	Data-Driven Decision Making	2	<ul style="list-style-type: none"> Data Analysis Courses Statistics and Probability Training Excel and Data Visualisation Courses Data Analytics Tools Training Digital Intelligence (DI) Tools Training Digital Thinking and Problem-Solving Skills Decision Analysis Techniques
7	Digital Reporting	2	<ul style="list-style-type: none"> Data Analysis Courses Digital Analytics Tools Training Data Visualisation Courses Digital and Presentation Skills

Digital Marketing Executive

Level: 3

Job Description

- Responsible for helping in the creation of plans to establish lasting digital connections with customers.
- Responsible for organising and maintaining the hotel's ongoing social media presence.
- Responsible for launching online ads tailored to increase brand and hotel recognition.

Roles & Responsibilities

- To collaborate with the marketing team to develop communication strategies aligned with overall marketing objectives and business goals.
- To develop and implement digital marketing strategies and campaigns to achieve marketing objectives.
- To plan and execute online marketing activities, including search engine optimisation (SEO), search engine marketing (SEM), email marketing, social media marketing, content marketing, and display advertising.
- To monitor and analyse the performance of digital marketing campaigns using various analytics tools and make data-driven decisions to optimise campaign performance.
- To manage and maintain the hotel website and other digital platforms, ensuring they are up-to-date, user-friendly, and optimised for search engines.
- To create and publish engaging and relevant content across various digital channels, including websites, blogs, social media platforms, and email newsletters.
- To collaborate with internal teams, such as sales, product, and design, to create and deliver compelling digital marketing materials and assets.
- To conduct market research and competitor analysis to identify trends, opportunities, and best practices in digital marketing.
- To stay up to date with industry developments, emerging trends, and new digital marketing tools and techniques.
- To manage relationships with external vendors and agencies, such as SEO specialists, content writers, and graphic designers, to ensure quality and timely delivery of projects.
- To monitor and respond to customer feedback and inquiries through digital channels, maintaining a positive brand image and customer satisfaction.

Pre-Requisites

- Proven experience in digital marketing, preferably in a similar role.
- Strong knowledge of digital marketing channels, strategies, and best practices.
- Excellent written and verbal communication skills, with the ability to craft compelling and engaging content.
- Proficiency in digital marketing channels, including social media, email marketing, Google Analytics, Google Ads, and content management systems.
- A Bachelor's Degree in Marketing, Communications or any related fields.

	Soft Skills	Competency Level	Recommended Training
1	Effective Communication	3	<ul style="list-style-type: none"> • Collaborative Project Training • Divergent Thinking Training
2	Creative Marketing Strategy Development and Campaigns	2	<ul style="list-style-type: none"> • Collaborative Project Training • Divergent Thinking Training
3	Data Analysis	2	<ul style="list-style-type: none"> • Online Marketing Analytics Courses • Webinars and Industry Events
4	Adaptability and Openness	2	<ul style="list-style-type: none"> • Cross-Training Opportunities • Online Courses on Emerging Technologies
5	Quick Thinking and Problem-Solving Skills	2	<ul style="list-style-type: none"> • Project Management Training • Case Studies and Real-Life Scenarios • Collaboration and Teamwork Training
6	Effective Digital Marketing Collaboration	2	<ul style="list-style-type: none"> • Team Building Workshops • Communication and Interpersonal Skills Training
7	Ability to Identify Target Audience's Needs	2	<ul style="list-style-type: none"> • Customer Journey Mapping
8	Networking, Event Attendance and Online Engagement	2	<ul style="list-style-type: none"> • Public Speaking and Presentation Skills Training • Online Networking Platform Training

	Technical Skills	Competency Level	Recommended Training
1	Effective Communication	2	<ul style="list-style-type: none"> Communication Strategy Workshops and Seminars Online Courses on Strategy and Planning (LinkedIn Learning) Professional Communication Associations Communication Strategy Courses Communication Leadership and Management Programmes
2	Creative Marketing Strategy Development and Campaigns	2	<ul style="list-style-type: none"> Industry Communication Workshops Industry Publications and Journals Market Research Reports Networking and Industry Associations Mentorship and Expert Interviews Online Research and News Self-Directed Research Projects
3	Data Analysis	2	<ul style="list-style-type: none"> Product Documentation and Manuals Shadowing and Cross-Functional Collaboration Customer Feedback Analysis Competitor Analysis
4	Adaptability and Openness	2	<ul style="list-style-type: none"> Public Speaking Courses Communication Workshops Storytelling Training Presentation Skills Training Media Training (for Media Interactions) Visual Communication Skills Conflict Resolution and Difficult Conversations Training Cross-Cultural Communication Training Virtual Communication Skills Self-Confidence and Mindset Training
5	Quick Thinking and Problem-Solving Skills	2	<ul style="list-style-type: none"> Data Analysis Courses Statistics and Probability Training Excel and Data Visualisation Courses Data Analytics Tools Training Machine Learning and AI Concepts (Optional) Communication Intelligence (CI) Tools Training Data Ethics and Privacy Training Critical Thinking and Problem-Solving Skills Decision Analysis Techniques Econometrics and Forecasting Training Networking and Collaboration Communication Skills Leadership and Change Management Training

	Technical Skills	Competency Level	Recommended Training
6	Cross-Functional Collaboration	2	<ul style="list-style-type: none">• Conflict Resolution and Problem-Solving Training• Effective Communication Training• Cultural Sensitivity and Diversity Training
7	Communication Reporting	2	<ul style="list-style-type: none">• Data Analysis Courses• Microsoft Excel and Google Sheets Training• Communication Analytics Tools Training• Data Visualisation Courses• Communication and Presentation Skills

Marketing Communications Executive

Level: 4

Job Description

- Responsible for creating and executing communication strategies to market the hotel's goods and services, increase brand recognition, and interact with target audiences.
- Responsible for developing and delivering persuasive marketing campaigns and messaging using various media, including print, internet, social media, and public relations.

Roles & Responsibilities

a. Strategy Development

- To collaborate with the marketing team to develop communication strategies aligned with overall marketing objectives and business goals.
- To conduct market research and analyse consumer insights to identify target audiences and develop tailored messaging.

b. Campaign Planning and Execution

- To create integrated marketing campaigns that incorporate multiple channels, including online and offline media, to reach target audiences effectively.
- To develop campaign concepts, messaging, and creative content.
- To coordinate the production of marketing materials, such as brochures, advertisements, and digital assets.

c. Content Creation and Management

- To generate compelling and engaging content for marketing materials, including websites, blogs, social media posts, press releases, and email campaigns.
- To manage the content calendar and ensure timely content delivery in alignment with marketing.

d. Digital Marketing and Social Media Management

- To develop and execute digital marketing strategies, including social media marketing, SEO, pay-per-click (PPC) advertising, and email marketing.
- To monitor and analyse digital marketing performance metrics to optimise campaigns and drive results.

e. Public Relations and Media Relations

- To manage relationships with media outlets and journalists.
- To create press releases, media kits, and other communication materials to generate positive media coverage.
- To coordinate media interviews and press events.
- To monitor media coverage and manage crisis communication when necessary.

f. Market Research and Analysis

- To conduct market research and competitor analysis to identify market trends, consumer behaviour, and industry insights.
- To utilise data and analytics tools to measure the effectiveness of marketing communication campaigns and make data-driven decisions.

Roles & Responsibilities

g. Relationship Management

- To collaborate with internal stakeholders, such as product managers, sales teams, and senior management, to ensure alignment of marketing communication activities with overall business objectives.
- To coordinate with external vendors, agencies, and partners to execute marketing campaigns effectively.

h. Budgeting and Reporting

- To develop and manage marketing communication budgets.
- To track expenses and ensure cost-effective utilisation of resources.
- To prepare regular reports and presentations to update stakeholders on campaign performance, ROI, and key metrics.

Pre-Requisites

- A strong understanding of marketing principles, branding, advertising, and communication strategies is essential. Familiarity with digital marketing techniques, social media platforms, content creation, and media planning is also valuable.
- Strong analytical and problem-solving skills, including conducting market research and analysing consumer behaviour to inform decision-making.
- Excellent written and verbal communication skills, with the ability to craft compelling and engaging content.
- Proficiency in digital marketing channels, including social media, email marketing, SEO, PPC and content management systems.
- A Bachelor's Degree in Marketing, Business Administration, or any related fields. A Master's Degree is a plus.

	Soft Skills	Competency Level	Recommended Training
1	Excellent Verbal and Written Communication Skills	4	<ul style="list-style-type: none"> • Public Speaking Workshops • Cross-Cultural Communication Training • Written Communication Training
2	Creative Marketing Strategy Development and Campaigns	3	<ul style="list-style-type: none"> • Collaborative Projects Training • Divergent Thinking Training
3	Market Trends Adaptability	3	<ul style="list-style-type: none"> • Develop Decision-Making Skills • Embrace Change
4	Adaptability to Change and Innovation	3	<ul style="list-style-type: none"> • Develop Decision-Making Skills • Embrace Change

	Soft Skills	Competency Level	Recommended Training
5	Problem-Solving and Analytical Thinking	3	<ul style="list-style-type: none"> Solutions Testing and Implementation Training
6	Positive Relationship Building	3	<ul style="list-style-type: none"> Foster a Culture of Collaboration Enhance Team Building and Interpersonal Skills
7	Marketing Communication Time Management and Prioritisation	4	<ul style="list-style-type: none"> 80/20 Rule Training
8	Data Analysis	3	<ul style="list-style-type: none"> Data Analysis and Interpretation Market Research Techniques A/B Testing and Experimentation Business Intelligence (BI) Training
9	Emotional Awareness Development and Interpersonal Relationships Management	3	<ul style="list-style-type: none"> Self-Awareness Self-Management Social Awareness Relationship Management

	Technical Skills	Competency Level	Recommended Training
1	Communication Strategy and Planning	2	<ul style="list-style-type: none"> Communication Strategy Workshops and Seminars Online Courses on Strategy and Planning (LinkedIn Learning) Professional Communication Associations Communication Strategy Courses Communication Leadership and Management Programs
2	Communication Industry Knowledge	2	<ul style="list-style-type: none"> Industry Communication Workshops Industry Publications and Journals Market Research Reports Networking and Industry Associations Mentorship and Expert Interviews Online Research and News Self-Directed Research Projects
3	Product and Service Knowledge	2	<ul style="list-style-type: none"> Product Documentation and Manuals Shadowing and Cross-Functional Collaboration Customer Feedback Analysis Competitor Analysis

	Technical Skills	Competency Level	Recommended Training
4	Presentation and Communication	2	<ul style="list-style-type: none"> Public Speaking Courses Storytelling Training Presentation Skills Training Media Training (for Media Interactions) Visual Communication Skills
5	Data-Driven Decision Making	2	<ul style="list-style-type: none"> Data Analysis Courses Statistics and Probability Training Excel and Data Visualisation Courses Data Analytics Tools Training Machine Learning and AI Concepts (Optional) Communication Intelligence (CI) Tools Training Data Ethics and Privacy Training Critical Thinking and Problem-Solving Skills Decision Analysis Techniques Econometrics and Forecasting Training Networking and Collaboration Communication Skills Leadership and Change Management Training
6	Cross-Functional Collaboration	2	<ul style="list-style-type: none"> Conflict Resolution and Problem-Solving Training Effective Communication Training Cultural Sensitivity and Diversity Training
7	Communication Reporting	2	<ul style="list-style-type: none"> Data Analysis Courses Microsoft Excel and Google Sheets Training Communication Analytics Tools Training Data Visualisation Courses Communication and Presentation Skills

Assistant Marketing Manager

Level: 5

Job Description

- Responsible for taking part in the creation and execution of marketing plans, drafting, and creating proposals, ads, internal communication materials, and web pages.
- Responsible for collaborating with other departments to provide consultation and evaluate goods and services.

Roles & Responsibilities

- To assist in planning, implementing, and managing marketing campaigns.
- To monitor and analyse campaign performance and make recommendations for improvements.
- To conduct market research to identify trends, competitors, and potential opportunities.
- To analyse consumer behaviour, preferences, and demographics.
- To stay updated on industry trends and changes.
- To support the planning and execution of events, trade shows, and conferences.
- To coordinate logistics, including venue selection, booth setup, and promotional materials.
- To work closely with cross-functional teams, including sales, product development, and customer support.
- To communicate marketing initiatives and updates to internal stakeholders.
- To collaborate with external agencies and partners as needed.

Pre-Requisites

- Proven work experience as a Marketing Communication Assistant Manager or any similar roles.
- Strong knowledge of marketing principles, branding, and communication strategies.
- Excellent written and verbal communication skills, with the ability to craft compelling and engaging content.
- Proficiency in digital marketing channels, including social media, email marketing, SEO, PPC and content management systems.
- A Bachelor's Degree in Marketing, Business Administration, or any related fields. A Master's Degree is a plus.

	Soft Skills	Competency Level	Recommended Training
1	Managerial Problem Solving and Decision Making	4	<ul style="list-style-type: none"> Crisis Management Training Problem-Solving Skills
2	Crisis Management Skills	4	<ul style="list-style-type: none"> Crisis Management Training Problem-Solving Skills
3	Dispute Resolution	4	<ul style="list-style-type: none"> Crisis Management Training Problem-Solving Skills
4	Advanced Presentation	4	<ul style="list-style-type: none"> Communication Skills Presentation Training
5	Internal Communication Platform Implementation	4	<ul style="list-style-type: none"> Communication Skills Presentation Training
6	Establish Public Relations Strategies	4	<ul style="list-style-type: none"> Communication Skills Presentation Training
7	Manage Customer Experience	4	<ul style="list-style-type: none"> Service Excellence Guest Services
8	Manage Customer Concerns and Feedback	4	<ul style="list-style-type: none"> Service Excellence Guest Services
9	Manage the Service Brand	4	<ul style="list-style-type: none"> Service Excellence Guest Services
10	Analyse Hospitality Data	4	<ul style="list-style-type: none"> Hospitality Industry Analytics Skills Presentation Training Management and Leadership
11	Lead Development of Business Strategies and Governance Management	4	<ul style="list-style-type: none"> Hospitality Industry Analytics Skills Presentation Training Management and Leadership
12	Plan, Conduct and Evaluate Orientation Training	4	<ul style="list-style-type: none"> Hospitality Industry Analytics Skills Presentation Training Management and Leadership
13	Supervise, Motivate, and Empower Staff	4	<ul style="list-style-type: none"> Hospitality Industry Analytics Skills Presentation Training Management and Leadership
14	Foster Team Adaptability	4	<ul style="list-style-type: none"> Hospitality Industry Analytics Skills Presentation Training Management and Leadership
15	Stress Management and Resilience	4	<ul style="list-style-type: none"> Hospitality Industry Analytics Skills Presentation Training Management and Leadership
16	Facilitate Innovation and Lead Team Leaders to Implement Change	4	<ul style="list-style-type: none"> Hospitality Industry Analytics Skills Presentation Training Management and Leadership

	Soft Skills	Competency Level	Recommended Training
17	Develop and Oversee Public Relations Strategies	4	<ul style="list-style-type: none"> Hospitality Industry Marketing Communication and Public Relations Training
18	Develop Digital Strategies	4	<ul style="list-style-type: none"> Hospitality Industry Marketing Communication and Public Relations Training
19	Manage Loss / Risk Prevention	4	<ul style="list-style-type: none"> Risk Management
20	Develop Marketing Operational Plans	4	<ul style="list-style-type: none"> Strategic Planning and Management Market Analysis and Research Training
21	Develop Social Media Strategies	4	<ul style="list-style-type: none"> Strategic Planning and Management Market Analysis and Research Training
22	Manage Hotel Marketing	4	<ul style="list-style-type: none"> Strategic Planning and Management Market Analysis and Research Training

	Technical Skills	Competency Level	Recommended Training
1	Communication Strategy and Planning	2	<ul style="list-style-type: none"> Communication Strategy Workshops and Seminars Online Courses on Strategy and Planning (LinkedIn Learning) Professional Communication Associations Communication Strategy Courses Communication Leadership and Management Programmes
2	Communication Industry Knowledge	2	<ul style="list-style-type: none"> Industry Communication Workshops Industry Publications and Journals Market Research Reports Networking and Industry Associations Mentorship and Expert Interviews Online Research and News Self-Directed Research Projects
3	Product and Service Knowledge	2	<ul style="list-style-type: none"> Product Documentation and Manuals Shadowing and Cross-Functional Collaboration Customer Feedback Analysis Competitor Analysis

	Technical Skills	Competency Level	Recommended Training
4	Presentation and Communication	2	<ul style="list-style-type: none"> Public Speaking Courses Communication Workshops Storytelling Training Presentation Skills Training Media Training (for Media Interactions) Visual Communication Skills Virtual Communication Skills
5	Data-Driven Decision Making	2	<ul style="list-style-type: none"> Data Analysis Courses Statistics and Probability Training Excel and Data Visualisation Courses Data Analytics Tools Training Machine Learning and AI Concepts (Optional) Communication Intelligence (CI) Tools Training Data Ethics and Privacy Training Critical Thinking and Problem-Solving Skills Decision Analysis Techniques Econometrics and Forecasting Training Networking and Collaboration Leadership and Change
6	Cross-Functional Collaboration	2	<ul style="list-style-type: none"> Management Training Conflict Resolution and Problem-Solving Training Effective Communication Training Cultural Sensitivity and Diversity Training
7	Communication Reporting	2	<ul style="list-style-type: none"> Data Analysis Courses Microsoft Excel and Google Sheets Training Communication Analytics Tools Training Data Visualisation Courses Communication and Presentation Skills

Marketing Communications Manager

Level: 6

Job Description

- Responsible for creating and managing all marketing and communications plans for the business.
- Responsible for overseeing the creation of objectives, strategies, and action plans to carry out extensive marketing campaigns.
- Responsible for offering customer-focused, result-driven marketing and advertising initiatives via market knowledge, innovation, and strategic vision, generating sustainable corporate success and creating an organisation that attracts, fosters, and keeps exceptional employees.

Roles & Responsibilities

- To develop and execute integrated marketing communication plans to support hotel objectives and brand positioning.
- To create and manage marketing collaterals, including brochures, presentations, sales materials, and digital assets.
- To coordinate and oversee the production of marketing materials, ensuring consistent brand messaging and quality standards.
- To collaborate with cross-functional teams to develop compelling content for various channels, including websites, social media, email marketing, and advertising campaigns.
- To manage and optimise digital marketing channels, including websites, blogs, social media platforms, and email marketing campaigns.
- To conduct market research and analyse industry trends to identify opportunities for new marketing initiatives and promotional activities.
- To monitor and analyse marketing campaign performance and provide regular reports to stakeholders, making data-driven recommendations for improvement.
- To maintain strong relationships with media outlets, influencers, and industry partners to secure coverage and partnerships.
- To stay up to date with industry best practices and emerging trends in marketing communication, digital marketing, and technology.

Pre-Requisites

- Proven work experience as a Marketing Communication Manager or any similar roles.
- Strong knowledge of marketing principles, branding, and communication strategies.
- Excellent written and verbal communication skills, with the ability to craft compelling and engaging content.
- Proficiency in digital marketing channels, including social media, email marketing, and content management systems.
- Proficiency in marketing tools and software, such as Adobe Creative Suite, Google Analytics, and marketing automation platforms.

	Soft Skills	Competency Level	Recommended Training
1	Stakeholder Management and Communication	4	<ul style="list-style-type: none"> • Presentation Training • Cross-Cultural Communication • Conflict Resolution and Difficult Conversations
2	Compelling Copywriting	4	<ul style="list-style-type: none"> • Presentation Training • Cross-Cultural Communication • Conflict Resolution and Difficult Conversations
3	Creative Marketing Campaign Development, Content Design, and Innovative Messaging	4	<ul style="list-style-type: none"> • Cross-Disciplinary Learning • Creative Writing Courses
4	Cross-Functional Teams Collaboration	4	<ul style="list-style-type: none"> • Marketing Communication and Public Relations Training
5	Develop and Oversee Public Relations Strategies	4	<ul style="list-style-type: none"> • Marketing Communication and Public Relations Training
6	Develop Digital Strategies	4	<ul style="list-style-type: none"> • Marketing Communication and Public Relations Training
7	Trend-Aware Communication Skills	4	<ul style="list-style-type: none"> • Communication Skills • Presentation Training
8	Advanced Presentation	4	<ul style="list-style-type: none"> • Communication Skills • Presentation Training
9	Internal Communication Platform Implementation	4	<ul style="list-style-type: none"> • Communication Skills • Presentation Training
10	Establish Public Relations Strategies	4	<ul style="list-style-type: none"> • Communication Skills • Presentation Training
11	Advanced Problem Solving	5	<ul style="list-style-type: none"> • Communication Skills • Presentation Training
12	Emotional Intelligence	5	<ul style="list-style-type: none"> • Cultural Intelligence and Diversity Training

Soft Skills**Competency Level****Recommended Training**13 Team Management or
Stakeholder Cooperation

4

- Management and Leadership in the Hospitality Industry

14 Effective Leadership

4

- Management and Leadership in the Hospitality Industry

15 Stakeholder Engagement

4

- Workshops and Seminars

Technical Skills**Competency Level****Recommended Training**1 Communication Strategy
and Planning

2

- Communication Strategy Workshops and Seminars
- Online Courses on Strategy and Planning (LinkedIn Learning)
- Professional Communication Associations
- Communication Strategy Courses
- Communication Leadership and Management Programmes

2 Communication Industry
Knowledge

2

- Industry Communication Workshops
- Industry Publications and Journals
- Market Research Reports
- Networking and Industry Associations
- Mentorship and Expert Interviews
- Online Research and News
- Self-Directed Research Projects

3 Product and Service
Knowledge

2

- Product Documentation and Manuals
- Shadowing and Cross-Functional Collaboration
- Customer Feedback Analysis
- Competitor Analysis

4 Presentation and
Communication

2

- Public Speaking Courses
- Communication Workshops
- Storytelling Training
- Presentation Skills Training
- Media Training (for Media Interactions)
- Visual Communication Skills
- Conflict Resolution and Difficult Conversations Training
- Cross-Cultural Communication Training
- Virtual Communication Skills
- Self-Confidence and Mindset Training

	Technical Skills	Competency Level	Recommended Training
5	Data-Driven Decision Making	4	<ul style="list-style-type: none"> • Data Analysis Courses • Statistics and Probability Training • Excel and Data Visualisation Courses • Data Analytics Tools Training • Machine Learning and AI Concepts (Optional) • Communication Intelligence (CI) Tools Training • Data Ethics and Privacy Training • Critical Thinking and Problem-Solving Skills • Econometrics and Forecasting Training • Networking and Collaboration • Leadership and Change Management Training
6	Cross-Functional Collaboration	4	<ul style="list-style-type: none"> • Conflict Resolution and Problem-Solving Training • Effective Communication Training • Cultural Sensitivity and Diversity Training
7	Communication Reporting	4	<ul style="list-style-type: none"> • Data Analysis Courses • Microsoft Excel and Google Sheets Training • Communication Analytics Tools Training • Data Visualisation Courses • Communication and Presentation Skills

Assistant Director of Marketing Communications

Level: 7

Job Description

- Responsible for assisting in the creation and execution of communication and marketing strategies.
- Responsible for creating and editing content for various communication channels, including press releases, social media, and marketing materials.
- Responsible for conducting industry and competition research to inform communication and marketing strategies.
- Responsible for maintaining connections with media outlets, influencers, and other stakeholders to achieve favourable media coverage for the hotel.
- Responsible for planning events and other promotional actions to enhance brand recognition.
- Responsible for analysing and reporting on the effectiveness of communication and marketing efforts to inform future strategies.

Roles & Responsibilities

- To align with organisational objectives by developing and implementing marketing and communication plans.
- To assist the Director in creating and managing public relations campaigns.
- To ensure effective communication, write and edit press releases, speeches, articles, and other materials.
- To maintain a strong online presence by creating and managing content for the hotel's website, social media platforms, and other communication channels.
- To strengthen connections by developing and maintaining relationships with media outlets, partners, and stakeholders.
- To ensure seamless execution by coordinating and managing events, conferences, and other communication activities.
- To inform communication strategies and conduct market research and analysis.
- To drive improvement, analyse and report on the effectiveness of communication activities and campaigns.
- To contribute to hotel promotions and reputation-building by assisting in enhancing relationships with key stakeholders.

Pre-Requisites

- Knowledge of digital marketing, social media platforms, and content marketing.
- Analytical mindset with the ability to interpret data and generate insights.
- A Bachelor's Degree in Public Relations, Marketing, Communications, or any related fields. A Master's Degree is preferred.

	Soft Skills	Competency Level	Recommended Training
1	Managerial Problem Solving and Decision Making	7	<ul style="list-style-type: none"> • Crisis Management Training • Problem-Solving Skills
2	Crisis Management Skill	6	<ul style="list-style-type: none"> • Crisis Management Training • Problem-Solving Skills
3	Dispute Resolution	6	<ul style="list-style-type: none"> • Crisis Management Training • Problem-Solving Skills
4	Advanced Presentation	6	<ul style="list-style-type: none"> • Communication Skills • Presentation Training
5	Internal Communication Platform Implementation	6	<ul style="list-style-type: none"> • Communication Skills • Presentation Training
6	Establish Public Relations Strategies	6	<ul style="list-style-type: none"> • Communication Skills • Presentation Training
7	Manage Customer Experience	5	<ul style="list-style-type: none"> • Service Excellence • Guest Services
8	Manage Customer Concerns and Feedback	5	<ul style="list-style-type: none"> • Service Excellence • Guest Services
9	Manage the Service Brand	5	<ul style="list-style-type: none"> • Service Excellence • Guest Services
10	Analyse Hospitality Data	7	<ul style="list-style-type: none"> • Hospitality Industry Analytics Skills • Presentation Training • Management and Leadership
11	Lead Development of Business Strategies and Governance Management	6	<ul style="list-style-type: none"> • Hospitality Industry Analytics Skills • Presentation Training • Management and Leadership
12	Plan, Conduct and Evaluate Orientation Training	5	<ul style="list-style-type: none"> • Hospitality Industry Analytics Skills • Presentation Training • Management and Leadership
13	Supervise, Motivate, and Empower Staff		<ul style="list-style-type: none"> • Hospitality Industry Analytics Skills • Presentation Training • Management and Leadership

	Soft Skills	Competency Level	Recommended Training
14	Foster Team Adaptability	5	<ul style="list-style-type: none"> Hospitality Industry Analytics Skills Presentation Training Management and Leadership
15	Stress Management and Resilience	5	<ul style="list-style-type: none"> Hospitality Industry Analytics Skills Presentation Training Management and Leadership
16	Facilitate Innovation and Lead Team Leaders to Implement Change	6	<ul style="list-style-type: none"> Hospitality Industry Analytics Skills Presentation Training Management and Leadership
17	Develop and Oversee Public Relations Strategies	5	<ul style="list-style-type: none"> Hospitality Industry Marketing Communication and Public Relations Trainin
18	Develop Digital Strategies	5	<ul style="list-style-type: none"> Hospitality Industry Marketing Communication and Public Relations Trainin
19	Manage Loss / Risk Prevention	5	<ul style="list-style-type: none"> Risk Management
20	Develop Domestic Sales and Marketing Operational Plans	6	<ul style="list-style-type: none"> Strategic Planning and Management Market Analysis and Research Training
21	Develop International Sales and Marketing Operational Plans	6	<ul style="list-style-type: none"> Strategic Planning and Management Market Analysis and Research Training
22	Develop Social Media Strategies	5	<ul style="list-style-type: none"> Strategic Planning and Management Market Analysis and Research Training
23	Manage Hotel Sales and Marketing	5	<ul style="list-style-type: none"> Strategic Planning and Management Market Analysis and Research Training

	Technical Skills	Competency Level	Recommended Training
1	Communication Strategy and Planning	3	<ul style="list-style-type: none"> • Communication Strategy Workshops and Seminars • Online Courses on Strategy and Planning (LinkedIn Learning) • Professional Communication Associations • Communication Strategy Courses • Communication Leadership and Management Programs
2	Communication Industry Knowledge	3	<ul style="list-style-type: none"> • Industry Communication Workshops • Industry Publications and Journals • Market Research Reports • Networking and Industry Associations • Mentorship and Expert Interviews • Online Research and News • Self-Directed Research Projects
3	Product and Service Knowledge	3	<ul style="list-style-type: none"> • Product Documentation and Manuals • Shadowing and Cross-Functional Collaboration • Customer Feedback Analysis • Competitor Analysis
4	Presentation and Communication	3	<ul style="list-style-type: none"> • Public Speaking Courses • Communication Workshops • Storytelling Training • Presentation Skills Training • Media Training (for Media Interactions) • Visual Communication Skills • Conflict Resolution and Difficult Conversations Training • Cross-Cultural Communication Training • Virtual Communication Skills • Self-Confidence and Mindset Training
5	Data-Driven Decision Making	3	<ul style="list-style-type: none"> • Data Analysis Courses • Statistics and Probability Training • Excel and Data Visualisation Courses • Data Analytics Tools Training • Machine Learning and AI Concepts (Optional) • Communication Intelligence (CI) Tools Training • Data Ethics and Privacy Training • Critical Thinking and Problem-Solving Skills • Decision Analysis Techniques • Econometrics and Forecasting Training • Networking and Collaboration

	Technical Skills	Competency Level	Recommended Training
6	Cross-Functional Collaboration	3	<ul style="list-style-type: none">• Conflict Resolution and Problem-Solving Training• Effective Communication Training• Cultural Sensitivity and Diversity Training
7	Communication Reporting	3	<ul style="list-style-type: none">• Data Analysis Courses• Microsoft Excel and Google Sheets Training• Communication and Presentation Skills

Event Service Coordinator

Level: 2

Job Description

- Responsible for creating conference schedules, reserving venues, securing audiovisual and other related equipment, planning for food, obtaining sponsorship for the event, directing marketing efforts, and serving as the principal point of contact.

Roles & Responsibilities

a. Pre-Event Planning

- To collaborate with clients or event organisers to understand their requirements and objectives.
- To determine event logistics, including venue selection, audiovisual equipment, catering, and accommodation arrangements.
- To develop event timelines and schedules to ensure all tasks are completed on time.
- To assist with budgeting and cost estimation for the event.

b. Venue and Logistics Management

- To identify suitable venues for the conference or event, considering capacity, location, budget and other factors.
- To liaise with vendors and suppliers to secure necessary equipment, decorations, catering services, and transportation.
- To coordinate with the venue staff to arrange seating arrangements, room setup, and audiovisual requirements.
- To ensure compliance with safety regulations and obtain necessary permits or licenses.

c. Participant Management

- To handle participant registrations and ticketing processes.
- To provide information and assistance to attendees regarding event details, schedules, and logistics.
- To manage attendee databases, track registrations, and communicate updates or changes to participants.
- To coordinate special accommodations or requests for attendees, such as accessibility needs or dietary restrictions.

d. On-Site Event Coordination

- To oversee event setup and execution, ensuring all arrangements are in place.
- To coordinate with staff and volunteers to manage registration, seating, and participant flow.
- To troubleshoot any issues or concerns that arise during the event.
- To work closely with speakers, presenters, or panellists to ensure smooth transitions and audiovisual support.

e. Post-Event Evaluation and Reporting

- To gather feedback from participants and stakeholders to assess the event's success.
- To prepare post-event reports summarising key metrics, participant feedback, and areas for improvement.
- To evaluate the event's financial performance in comparison to the budget.
- To update databases and maintain records for future reference.

Pre-Requisites

- Prior experience in event planning or management is highly valued. This could include working on conferences, trade shows, corporate events, or similar activities.
- Proficiency in event management software, customer relationship management (CRM) tools, registration platforms, and other relevant technologies.
- Conference and event coordinators must be flexible and adaptable to accommodate client needs and changing circumstances. Providing exceptional customer service and ensuring client satisfaction are crucial aspects of the job.

	Soft Skills	Competency Level	Recommended Training
1	Apply Systems Thinking in Problem-Solving and Decision-Making	2	<ul style="list-style-type: none"> • Problem-Solving Training • Crisis Management Training • Negotiation Skills Training • Presentation Training
2	Contribute to the Design and Development of Productivity Frameworks	2	<ul style="list-style-type: none"> • Problem-Solving Training • Crisis Management Training • Negotiation Skills Training • Presentation Training
3	Facilitate the Implementation of the Productivity Framework	2	<ul style="list-style-type: none"> • Problem-Solving Training • Crisis Management Training • Negotiation Skills Training • Presentation Training
4	Direct Management of Crisis	2	<ul style="list-style-type: none"> • Problem-Solving Training • Crisis Management Training • Negotiation Skills Training • Presentation Training
5	Manage and Direct Negotiation	2	<ul style="list-style-type: none"> • Problem-Solving Training • Crisis Management Training • Negotiation Skills Training • Presentation Training
6	Manage Dispute Mediation	2	<ul style="list-style-type: none"> • Problem-Solving Training • Crisis Management Training • Negotiation Skills Training • Presentation Training
7	Advanced Presentation	2	<ul style="list-style-type: none"> • Problem-Solving Training • Crisis Management Training • Negotiation Skills Training • Presentation Training
8	Managerial Problem Solving and Decision Making	2	<ul style="list-style-type: none"> • Handling Complaints and Problem-Solving • Sales Negotiation
9	Support the Establishment of a Framework for Initiative and Enterprise	2	<ul style="list-style-type: none"> • Handling Complaints and Problem-Solving • Sales Negotiation

	Soft Skills	Competency Level	Recommended Training
10	Crisis Management Skills	1	<ul style="list-style-type: none"> Handling Complaints and Problem-Solving Sales Negotiation
11	Dispute Resolution	1	<ul style="list-style-type: none"> Handling Complaints and Problem-Solving Sales Negotiation
12	Develop Service Recovery Framework	2	<ul style="list-style-type: none"> Customer Service and Relationships
13	Manage Customer Experience	2	<ul style="list-style-type: none"> Customer Service and Relationships
14	Manage Customer Concerns and Feedback	2	<ul style="list-style-type: none"> Customer Service and Relationships
15	Manage the Service Brand	1	<ul style="list-style-type: none"> Customer Service and Relationships
16	Lead Development of Business Strategies and Governance Management	2	<ul style="list-style-type: none"> Management and Leadership in the Hospitality Industry
17	Conduct Staff Performance Assessment Process	1	<ul style="list-style-type: none"> Management and Leadership in the Hospitality Industry
18	Foster Team Adaptability	1	<ul style="list-style-type: none"> Management and Leadership in the Hospitality Industry
19	Stress Management and Resilience	1	<ul style="list-style-type: none"> Management and Leadership in the Hospitality Industry
20	Coach for Service Performance	1	<ul style="list-style-type: none"> Management and Leadership in the Hospitality Industry
21	Plan, Conduct and Evaluate Orientation Training	1	<ul style="list-style-type: none"> Management and Leadership in the Hospitality Industry
22	Supervise, Motivate, and Empower Staff	1	<ul style="list-style-type: none"> Management and Leadership in the Hospitality Industry
23	Implement Revenue Management Strategies	1	<ul style="list-style-type: none"> Revenue Management Hospitality Industry Analytics Skills
24	Evaluate and Review Compliance with Applicable Legislation and Regulations for the Business Unit	1	<ul style="list-style-type: none"> Risk Management
25	Manage Loss / Risk Prevention	1	<ul style="list-style-type: none"> Risk Management
26	Develop Domestic Sales and Marketing Operational Plans	1	<ul style="list-style-type: none"> OTA Control and Maximising Sales Results Planning and Marketing Strategies

	Technical Skills	Competency Level	Recommended Training
1	Product and Service Knowledge	2	<ul style="list-style-type: none"> • Internal Training and Onboarding • Hands-On Experience • Sales Training and Role-Playing
2	Presentation and Communication	2	<ul style="list-style-type: none"> • Public Speaking Courses • Communication Workshops • Presentation Skills Training • Cross-Cultural Communication Training
3	Performance Evaluation	2	<ul style="list-style-type: none"> • Feedback and Communication Skills Training • Time Management and Organisation
4	Sales Reporting	2	<ul style="list-style-type: none"> • Feedback and Communication Skills Training • Time Management and Organisational Skills

Event or Catering Sales Coordinator

Level: 2

Job Description

- Responsible for arranging and overseeing the hotel's catering sales activity. To create revenue and maximise sales possibilities through marketing and arranging catering events.

Roles & Responsibilities

a. Sales Coordination

- To collaborate with the sales team to develop and execute effective sales strategies to meet or exceed revenue targets.
- To coordinate with clients on their catering needs and preferences and provide suitable options and solutions.

b. Event Planning

- To assist clients with catering event planning and organisation, such as business occasions, weddings, conferences, and social gatherings.
- To assist customers in choosing meals, determining the proper number of visitors, and suggesting event upgrades.

c. Client Relationship Management

- To build and maintain strong relationships with existing and potential clients.
- To respond to client inquiries promptly, provide accurate information, and address any concerns or issues they may have.
- To follow up with clients after events to ensure satisfaction and encourage repeat business.

d. Proposal and Contract Management

- To prepare thorough proposals targeted to specific customer needs, including cost estimates, event timeframes, and service descriptions.
- To negotiate terms and conditions for catering services and write contracts and agreements.
- To ensure that all essential documentation is completed appropriately and on time.

e. Menu Development

- To collaborate with the culinary team to create innovative and appealing menus that align with client preferences, dietary restrictions, and budgetary considerations.
- To stay updated on current food trends and recommend menu enhancements.

f. Marketing and Promotion

- To assist in developing and implementing marketing strategies to increase awareness and generate leads for catering services. This may involve creating marketing collaterals, participating in industry events, and utilising social media platforms to reach potential clients.

Roles & Responsibilities

g. Administrative Tasks

- To maintain accurate and up-to-date records of all sales and catering activities, including client information, event details, and financial transactions.
- To prepare regular reports on sales performance, revenue, and customer feedback.
- To coordinate with other departments, such as operations and finance, to ensure the smooth execution of catering events.

h. Industry Knowledge

- To stay informed about the latest trends, competition, and developments in the catering and event management industry.
- To attend industry conferences, workshops, and networking events to expand professional knowledge and skills.

Pre-Requisites

- Proven experience in sales, preferably in the catering or hospitality industry.
- Proficiency in sales and CRM software.
- Attention to detail and accuracy in preparing proposals, contracts, and reports.

	Soft Skills	Competency Level	Recommended Training
1	Supporting Catering Sales Managers	3	<ul style="list-style-type: none"> • Hospitality Industry Analytics Skills • Presentation Training • Management and Leadership in Hospitality
2	Create Contracts and Proposals	3	<ul style="list-style-type: none"> • Hospitality Industry Analytics Skills • Presentation Training • Management and Leadership in Hospitality
3	Internal Communication Platform Implementation	3	<ul style="list-style-type: none"> • Communication Skills • Service Excellence • Presentation Skills
4	Establish Event and Conference Catering Relations Strategies	3	<ul style="list-style-type: none"> • Communication Skills • Service Excellence • Presentation Skills
5	Assist with Periodical Reports	3	<ul style="list-style-type: none"> • Advanced Marketing • OTA's Management
6	Financial Data Monitoring	3	<ul style="list-style-type: none"> • Risk Management
7	Assist in the Preparation of Post-Conference Reports	3	<ul style="list-style-type: none"> • Risk Management

	Soft Skills	Competency Level	Recommended Training
8	Develop Sales Operational Plan	3	<ul style="list-style-type: none"> Strategic Planning Management Sales Analysis and Research Training
9	Develop Social Media Strategies	3	<ul style="list-style-type: none"> Strategic Planning Management Sales Analysis and Research Training
10	Manage Hotel Sales and Marketing	3	<ul style="list-style-type: none"> Strategic Planning Management Sales Analysis and Research Training

	Technical Skills	Competency Level	Recommended Training
1	Sales Strategy and Planning	2	<ul style="list-style-type: none"> Sales Strategy Workshops and Seminars Sales Leadership and Management Programmes Internal Training and Company Resources
2	Sales Forecasting and Analytics	1	<ul style="list-style-type: none"> Online Resources and Blogs Networking and Knowledge Training
3	Product and Service Knowledge	3	<ul style="list-style-type: none"> Internal Training and Onboarding Hands-On Experience Sales Training and Role-Playing
4	Presentation and Communication	3	<ul style="list-style-type: none"> Public Speaking Courses Communication Workshops Presentation Skills Training Cross-Cultural Communication Training
5	Performance Evaluation	2	<ul style="list-style-type: none"> Feedback and Communication Skills Training Time Management and Organisational Skills
6	Sales Reporting	2	<ul style="list-style-type: none"> Microsoft Excel and Google Sheets Training Key Performance Indicator (KPI) Training Basic Accounting and Finance Knowledge Communication and Presentation Skills

Event or Catering Executive

Level: 3

Job Description

- Responsible for ensuring that all events and catering services are delivered smoothly and to the highest quality and customer satisfaction standards.
- Responsible for planning, organising, and carrying out numerous events, conferences, and catering services for the hotel.

Roles & Responsibilities

a. Event Planning and Management

- To collaborate with clients or internal stakeholders to understand their event requirements, objectives, and budget.
- To develop detailed event proposals, including timelines, budgets, and resources needed.
- To coordinate with vendors, suppliers, and contractors to secure necessary services, equipment, and logistics.
- To manage event logistics, including venue selection, decor, audiovisual setup, transportation, and guest accommodation.
- To oversee event setup, registration, and on-site coordination to ensure smooth execution.
- To handle post-event activities such as feedback collection, evaluation, and budget reconciliation.

b. Conference Management

- To assist in planning and executing conferences, seminars, workshops, and other similar events.
- To coordinate with speakers, presenters, and panellists to ensure smooth participation.
- To arrange for necessary equipment, presentation materials, and technical support.
- To manage conference registration, attendee communication, and logistics.
- To provide on-site support during conferences, ensuring all aspects of the event runs smoothly.

c. Catering Services

- To work closely with clients to understand their catering requirements for various events.
- To develop customised menus based on client preferences, dietary restrictions, and event themes.
- To coordinate with culinary staff and catering teams to ensure menu execution and food quality.
- To manage inventory, procurement, and budgeting for catering supplies and ingredients.
- To oversee catering operations on-site, including setup, food presentation, and service.

d. Client Relationship Management

- To build and maintain strong client relationships by understanding their needs and expectations.
- To communicate regularly with clients to provide updates, address concerns, and gather feedback.
- To identify opportunities for upselling or cross-selling event, conference, and catering services.
- To proactively seek new clients and business opportunities through networking and marketing.

e. Budgeting and Financial Management

- To prepare and manage budget for events, conferences, and catering services.
- To monitor expenses, negotiate contracts, and ensure cost-effective solutions.
- To track revenue, expenses, and profitability for each event or catering service.
- To conduct financial analysis and reporting related to event and catering operations.

Pre-Requisites

- Proven experience in event planning, conference management, and catering services.
- Proficiency in event management software and Microsoft Office Suite.
- Strong organisational and project management skills.

	Soft Skills	Competency Level	Recommended Training
1	Effective Communication in English and Malay	4	<ul style="list-style-type: none"> • English and Malay Language
2	Advanced Presentation and Internal Communication Platform Implementation	4	<ul style="list-style-type: none"> • Communication Skills • Presentation Training
3	Customer Persuasion	4	<ul style="list-style-type: none"> • Presenting Compelling Arguments • Addressing Objections • Using Persuasive Language to Influence Purchasing Decisions
4	Customer Relationship Management	3	<ul style="list-style-type: none"> • Service Excellence • Customer Services
5	Hotel Event and Catering Management	4	<ul style="list-style-type: none"> • Strategic Planning and Management • Sales and Market Analysis and Research Training • Event and Catering Services
6	Effective Time Management	3	<ul style="list-style-type: none"> • Multitasking • Time Management • Focus on High-Priority Tasks That Drive Sales
7	Direct Crisis Management	4	<ul style="list-style-type: none"> • Crisis Management Training
8	Negotiation Skills	4	<ul style="list-style-type: none"> • Negotiation Skills Training

	Technical Skills	Competency Level	Recommended Training
1	Sales Strategy and Planning	2	<ul style="list-style-type: none"> • Sales Strategy Workshops and Seminars • Online Courses on Strategy and Planning (LinkedIn Learning) • Business Strategy Courses • Sales Leadership and Management Programmes • Internal Training and Company Resources

	Technical Skills	Competency Level	Recommended Training
2	Sales Forecasting and Analytics	2	<ul style="list-style-type: none"> Sales Analytics Tools Workshops Online Resources and Blogs Networking and Knowledge Training
3	Market and Industry Knowledge	2	<ul style="list-style-type: none"> Industry Conferences and Workshops Online Research and News
4	Product and Service Knowledge	2	<ul style="list-style-type: none"> Internal Training and Onboarding Hands-On Experience Sales Training and Role-Playing
5	Negotiation and Deal Closing	1	<ul style="list-style-type: none"> Formal Negotiation Courses Sales Training Programmes Seminars and Workshops Role-Playing Exercises Communication and Persuasion Skills Training
6	Presentation and Communication	1	<ul style="list-style-type: none"> Public Speaking Courses Communication Workshops Presentation Skills Training Media Training (for Media Interactions) Cross-Cultural Communication Training Virtual Communication Skills Self-Confidence and Mindset Training
7	Sales Training and Coaching	2	<ul style="list-style-type: none"> Sales Training Workshops Role-Playing Exercises Communication and Persuasion Skills Training Negotiation and Objection Handling Training Time Management and Prioritisation Skills Account Management and Customer Relationship Training Cultural Sensitivity and Cross-Cultural Communication Leadership and Motivation Training Networking and Professional Development Certifications and Professional Programmes
8	Performance Evaluation	2	<ul style="list-style-type: none"> Performance Management Workshops Feedback and Communication Skills Training Conflict Resolution and Difficult Conversations Training Goal-Setting and SMART Objectives Training Understanding KPIs Cultural Sensitivity and Bias Mitigation Training

Technical Skills		Competency Level	Recommended Training
9	Sales Reporting	2	<ul style="list-style-type: none">• Time Management and Organisational Skills• Self-Assessment and Reflection• Continuous Learning and Adaptation• Managerial Psychology and Behaviour Training• Train-The-Trainer Programmes
			<ul style="list-style-type: none">• Microsoft Excel and Google Sheets Training• KPI Training• Basic Accounting and Finance Knowledge• Communication and Presentation Skills

Assistant Event or Catering Manager

Level: 4

Job Description

- Responsible for helping the Event, Conference and Catering Manager supervise all elements of these activities, ensuring flawless execution and great client experience.
- Responsible for assisting with the planning, organising, and implementing events, conferences, and catering services.

Roles & Responsibilities

a. Event Planning and Coordination

- To assist in the planning and organising of events, conferences, and catering services, including logistics, timelines, budgets, and resource allocation.
- To collaborate with clients to understand their requirements, provide recommendations, and meet their expectations.
- To coordinate with internal departments, such as food and beverage, audiovisual, and facilities, to ensure smooth event operations.
- To assist in negotiating contracts with vendors and suppliers to secure required services and equipment.

b. Catering Management

- To assist in managing the catering department, including menu planning, pricing, and maintaining quality standards.
- To coordinate with clients to understand their catering needs and provide customised solutions.
- To ensure compliance with food safety and sanitation regulations and monitor the quality and presentation of food and beverages.
- To collaborate with the culinary team to develop innovative menus and enhance the overall catering experience.

c. Client Relations and Sales

- To build and maintain strong client relationships, promptly responding to inquiries and addressing concerns or issues.
- To assist in promoting event and catering services to prospective clients and conduct site visits and tours as required.
- To collaborate with the sales team to generate leads, prepare proposals, and participate in client presentations.
- To identify opportunities for upselling and cross-selling additional services to clients.

d. Team Leadership and Staff Supervision

- To provide guidance and support to event, conference, and catering staff, including training, scheduling, and performance management.
- To ensure all team members adhere to company policies, procedures, and service standards.
- To foster a positive and collaborative work environment, promoting teamwork and effective communication.

Roles & Responsibilities

e. Administrative Tasks

- To assist in maintaining accurate records and documentation related to events, conferences, and catering services.
- To prepare reports, analyse data, and recommend process improvements.
- To manage event-related budgets, track expenses, and ensure cost-effective operations.

Pre-Requisites

- Proven experience in event planning, conference management, and catering operations.
- Proficiency in using event management software, productivity tools, and Microsoft Office Suite.
- Strong organisational and multitasking abilities, with excellent attention to detail.
- Exceptional communication and interpersonal skills, with the ability to effectively interact with clients and internal teams.
- A Bachelor's Degree in Hospitality Management, Event Management, or any related fields.

	Soft Skills	Competency Level	Recommended Training
1	Direct Crisis Management	4	<ul style="list-style-type: none"> • Crisis Management Training • Negotiation Skills Training
2	Provide Leadership During Crisis	4	<ul style="list-style-type: none"> • Crisis Management Training • Negotiation Skills Training
3	Direct Negotiation Policy and Develop Negotiation Limits	4	<ul style="list-style-type: none"> • Crisis Management Training • Negotiation Skills Training
4	Facilitate Innovation and Lead Managers to Manage Change	4	<ul style="list-style-type: none"> • Crisis Management Training • Negotiation Skills Training
5	Develop and Establish Financial Budget and Plans	3	<ul style="list-style-type: none"> • Finance for Non-Finance Personnel
6	Design Performance-Based Incentive System	3	<ul style="list-style-type: none"> • Finance for Non-Finance Personnel
7	Advanced Presentation	5	<ul style="list-style-type: none"> • Communication Skills Training • Presentation Skills Training
8	Strategic Event Planning and Catering Management	4	<ul style="list-style-type: none"> • Communication Skills Training • Presentation Skills Training

	Soft Skills	Competency Level	Recommended Training
9	Drive Branding and Communication for Service Excellence	4	<ul style="list-style-type: none"> Account Management and Client Retention Negotiating and Overcoming Objections
10	Drive Service Quality and Customer Satisfaction	4	<ul style="list-style-type: none"> Account Management and Client Retention Negotiating and Overcoming Objections
11	Manage Innovation in the Business Function	4	<ul style="list-style-type: none"> Account Management and Client Retention Negotiating and Overcoming Objections
12	Innovate the Customer Experience	3	<ul style="list-style-type: none"> Account Management and Client Retention Negotiating and Overcoming Objections
13	Adaptable Event and Catering Management	4	<ul style="list-style-type: none"> Advanced Planning, Coordination and Catering Marketing Strategy
14	Facilitate Innovation Process Within the Organisation	4	<ul style="list-style-type: none"> Property Management System (PMS) Related Training Project Management
15	Champion Service Innovation	3	<ul style="list-style-type: none"> Property Management System (PMS) Related Training Project Management
16	Develop and Establish a Knowledge Management System	3	<ul style="list-style-type: none"> Property Management System (PMS) Related Training Project Management
17	Develop Strategies for Talent Management	4	<ul style="list-style-type: none"> Management and Leadership in the Hospitality Industry
18	Develop Self to Maintain Professional Competence to Lead an Organisation	5	<ul style="list-style-type: none"> Management and Leadership in the Hospitality Industry
19	Build Positive Relationships and Lead Organisational Diversity	5	<ul style="list-style-type: none"> Management and Leadership in the Hospitality Industry
20	Establish Organisational Relationships and Lead Organisational Diversity	4	<ul style="list-style-type: none"> Management and Leadership in the Hospitality Industry
21	Strategise Workforce for Service Excellence	4	<ul style="list-style-type: none"> Management and Leadership in the Hospitality Industry

Soft Skills**Competency Level****Recommended Training**

22	Manage Total Revenue Management	3	<ul style="list-style-type: none"> Revenue Management Hotel Industry Analytics Skills
23	Direct Organisational Sales, Marketing Strategies and Business Targets	4	<ul style="list-style-type: none"> Advanced Marketing OTA's Management
24	Evaluate Sales and Marketing Outcomes	3	<ul style="list-style-type: none"> Advanced Marketing OTA's Management
25	Manage Loss / Risk Prevention	3	<ul style="list-style-type: none"> Risk Management

Technical Skills**Competency Level****Recommended Training**

1	Sales Strategy and Planning	3	<ul style="list-style-type: none"> Sales Strategy Workshops and Seminars Online Courses on Strategy and Planning (LinkedIn Learning) Professional Sales Associations Business Strategy Courses Sales Leadership and Management Programmes Internal Training and Company Resources
2	Sales Forecasting and Analytics	3	<ul style="list-style-type: none"> Sales Strategy Workshops and Seminars Online Courses on Strategy and Planning (LinkedIn Learning) Professional Sales Associations Business Strategy Courses Sales Leadership and Management Programmes Internal Training and Company Resources
3	Market and Industry Knowledge	3	<ul style="list-style-type: none"> Industry Conferences and Workshops Industry Publications and Journals Market Research Reports Networking and Industry Associations Mentorship and Expert Interviews Online Research and News Self-Directed Research Projects

	Technical Skills	Competency Level	Recommended Training
4	Product and Service Knowledge	3	<ul style="list-style-type: none"> • Internal Training and Onboarding • Product Documentation and Manuals • Hands-On Experience • Shadowing and Cross-Functional Collaboration • Customer Feedback Analysis • Competitor Analysis • Sales Training and Role-Playing
5	Negotiation and Deal Closing	3	<ul style="list-style-type: none"> • Formal Negotiation Courses • Sales Training Programmes • Seminars and Workshops • Role-Playing Exercises • Feedback and Self-Assessment • Communication and Persuasion Skills Training • Cultural Sensitivity and Diversity Training • Conflict Resolution Training • Networking and Learning from Experts
6	Presentation and Communication	2	<ul style="list-style-type: none"> • Public Speaking Courses • Communication Workshops • Storytelling Training • Presentation Skills Training • Media Training (for Media Interactions) • Visual Communication Skills • Conflict Resolution and Difficult Conversations Training • Cross-Cultural Communication Training • Virtual Communication Skills • Self-Confidence and Mindset Training
7	Data-Driven Decision Making	2	<ul style="list-style-type: none"> • Data Analysis Courses • Statistics and Probability Training • Excel and Data Visualisation Courses • Data Analytics Tools Training • Machine Learning and AI Concepts (Optional) • Case Studies and Practical Projects • Business Intelligence (BI) Tools Training • Data Ethics and Privacy Training • Critical Thinking and Problem-Solving Skills • Decision Analysis Techniques • Econometrics and Forecasting Training • Continuous Learning and Keeping Up to Date • Business Acumen Training • Networking and Collaboration • Communication Skills • Leadership and Change Management Training

	Technical Skills	Competency Level	Recommended Training
8	Sales Training and Coaching	2	<ul style="list-style-type: none"> • Sales Training Workshops • Sales Methodology Courses • Role-Playing Exercises • Communication and Persuasion Skills Training • Negotiation and Objection Handling Training • Sales Technology Training • Time Management and Prioritisation Skills • Continuous Feedback and Coaching • Sales Analytics and Metrics Training • Account Management and Customer Relationship Training • Cultural Sensitivity and Cross-Cultural Communication • Emotional Intelligence and Relationship Building • Leadership and Motivation Training • Networking and Professional Development • Certifications and Professional Programmes • Feedback Loop and Continuous Improvement
9	Financial Literacy	2	<ul style="list-style-type: none"> • Personal Finance Workshops • Online Personal Finance Courses • Basic Accounting and Finance Courses • Investment Education and Training • Retirement Planning Seminars • Budgeting and Money Management Tools • Financial News and Publications • Government Resources • Financial Literacy Apps • Workplace Financial Wellness Programmes • Consulting Financial Advisors • Economic and Financial Literacy • Credit Management and Debt Reduction Courses • Understanding Taxation • Practice and Application
10	Cross-Functional Collaboration	2	<ul style="list-style-type: none"> • Interpersonal Skills Workshops • Cross-Functional Team Building Workshops • Conflict Resolution and Problem-Solving Training • Effective Communication Training • Cultural Sensitivity and Diversity Training • Project Management Training • Leadership and Influence Skills • Cross-Functional Problem-Solving Workshops • Stakeholder Management Training

	Technical Skills	Competency Level	Recommended Training
			<ul style="list-style-type: none"> • Collaboration Tools and Technology Training • Understanding Other Functions • Innovation and Creativity Training • Cross-Functional Mentoring and Shadowing • Networking and Relationship Building • Cross-Functional Leadership Programmes • Experiential Learning • Regular Cross-Functional Meetings
11	Performance Evaluation	2	<ul style="list-style-type: none"> • Performance Management Workshops • Feedback and Communication Skills Training • Coaching and Mentoring Programmes • Conflict Resolution and Difficult Conversations Training • Goal-Setting and SMART Objectives Training • Understanding KPIs • Appraisal Systems and Tools Training • Legal and Ethical Considerations • 360-Degree Feedback Training • Data-Driven Evaluation Training • Cultural Sensitivity and Bias Mitigation Training • Time Management and Organisational Skills • Self-Assessment and Reflection • Coaching and Leadership Development Programmes • Continuous Learning and Adaptation • Managerial Psychology and Behaviour Training • Feedback Loop and Improvement • Train-The-Trainer Programmes
12	Sales Reporting	2	<ul style="list-style-type: none"> • Microsoft Excel and Google Sheets Training • Sales Analytics Tools Training • Data Visualisation Courses • KPI Training • Basic Accounting and Finance Knowledge • Sales Metrics and Performance Measurement • Business Intelligence (BI) Training • Data Integrity and Quality Assurance • SQL Training (Optional) • Advanced Excel Functions (Optional) • Custom Reporting Tools (CRM) • Communication and Presentation Skills

Technical Skills	Competency Level	Recommended Training
		<ul style="list-style-type: none">• Time Management and Prioritisation• Continuous Learning and Tech Trends• Feedback and Iteration

Event or Catering Manager

Level: 5

Job Description

- Responsible for handling and organising all areas of event planning, conference management, and catering services for various events and gatherings.
- Responsible for ensuring that events run successfully, efficiently, and following client specifications.

Roles & Responsibilities

a. Event Planning and Coordination

- To attract attendees and clients for events, conferences, and catering services, and contribute to marketing and promotional efforts.
- To collaborate with customers to understand their event needs, goals, and budget.
- To create event concepts, themes, and timetables in collaboration with clients.
- To plan and execute events in collaboration with internal and external stakeholders.
- To manage event logistics, including venue selection, audiovisual equipment, decoration, and transportation.
- To ensure that all health and safety requirements are followed, and all essential permits and licenses are obtained.

b. Conference Management

- To ensure a successful execution when it comes to organising conferences, seminars, and workshops from start to finish.
- To optimise resources, source and negotiate with venues, suppliers, and vendors.
- To streamline attendee experiences, and manage conference registration, attendee communications, and ticketing processes.
- To enhance the overall conference experience, coordinate with speakers, presenters, and sponsors.
- To create a visually and acoustically engaging environment, oversee audiovisual setups, including stage design, lighting, and sound systems.

c. Catering Services

- To ensure culinary excellence, plan and coordinate event catering services, covering menu selection, food tasting, and dietary considerations.
- To optimise arrangements, liaise with food and beverage suppliers, and negotiate contracts to secure favourable terms.
- To maintain financial efficiency, manage catering budgets and implement cost-effective solutions.
- To guarantee a delightful dining experience, coordinate with the culinary team to ensure top-notch food quality, presentation, and timely service.
- To prioritise customer satisfaction, promptly address any concerns or special requests related to catering services.

d. Team Management

- To lead and manage a team of event staff, including event coordinators, caterers, and serving staff.
- To assign roles and responsibilities to team members and provide guidance and support.
- To conduct training sessions to enhance the team's skills and knowledge.
- To evaluate staff performance and provide constructive feedback.
- To foster a positive work environment and promote teamwork.
- To prioritise customer satisfaction, promptly address any concerns or special requests related to catering services.

Roles & Responsibilities

e. Budgeting and Financial Management

- To align with client expectations and develop event and catering budgets collaboratively.
- To maintain financial discipline, monitor and control expenses, ensuring adherence to budgetary constraints.
- To ensure financial accuracy, track and reconcile event-related financial transactions, invoices, and payments.
- To facilitate informed decision-making, prepare financial reports and provide cost analysis to clients and management.

f. Client Relationship Management

- To build and maintain strong relationships with clients, vendors, and suppliers.
- To provide exceptional customer service and address client concerns and inquiries promptly.
- To maximise service value, proactively identify opportunities for upselling and cross-selling services.
- To enhance service quality, solicit feedback from clients continuously and facilitate ongoing improvements.

g. Event Marketing and Promotion

- To collaborate with marketing teams to develop promotional strategies for events.
- To promote events utilising various marketing channels, including social media, email campaigns, and website updates.
- To monitor event registration and attendance and implement strategies to maximise participation.
- To analyse event data and metrics to evaluate the success and impact of marketing efforts.

Pre-Requisites

- Previous experience in event planning, conference management, and catering earned through internships, entry-level employment, or working in comparable areas within the hospitality sector that includes effectively organising and managing events.
- It is essential to have a full awareness of event planning procedures, logistics, and best practices covered by budgeting, scheduling, vendor management, contract negotiation, and event marketing experience and it is necessary to be familiar with many sorts of events, such as conferences, meetings, conventions, weddings, and corporate gatherings.
- Proficiency with event management software, CRM tools, and other applicable technologies is required.
- Understanding event registration, attendee management, marketing automation, and data analytics systems may assist in streamlining procedures and improving event outcomes.

	Soft Skills	Competency Level	Recommended Training
1	Internal Communication Platform Implementation	3	<ul style="list-style-type: none"> Communication Skills Presentation Training Event Planning and Management
2	Establish Event, Conference Catering Relations Strategies	3	<ul style="list-style-type: none"> Communication Skills Presentation Training Event Planning and Management
3	Lead Development of Business Strategies and Governance Management	3	<ul style="list-style-type: none"> Presentation Training Leadership and Management Development Leading High-Performing Teams
4	Plan, Conduct and Evaluate Orientation Training	3	<ul style="list-style-type: none"> Presentation Training Leadership and Management Development Leading High-Performing Teams
5	Supervise, Motivate, and Empower Staff	3	<ul style="list-style-type: none"> Presentation Training Leadership and Management Development Leading High-Performing Teams
6	Foster Team Adaptability	3	<ul style="list-style-type: none"> Presentation Training Leadership and Management Development Leading High-Performing Teams
7	Stress Management and Resilience	3	<ul style="list-style-type: none"> Presentation Training Leadership and Management Development Leading High-Performing Teams
8	Facilitate Innovation and Lead Team Leaders to Implement Change	3	<ul style="list-style-type: none"> Presentation Training Leadership and Management Development Leading High-Performing Teams
9	Develop Service Recovery Framework	3	<ul style="list-style-type: none"> Customer Services and Relationship
10	Manage Guest / Customer Experience	3	<ul style="list-style-type: none"> Customer Services and Relationship
11	Manage Guest / Customer Concerns and Feedback	3	<ul style="list-style-type: none"> Customer Services and Relationship
12	Manage the Service Brand	3	<ul style="list-style-type: none"> Customer Services and Relationship
13	Managerial Problem Solving and Decision Making	3	<ul style="list-style-type: none"> Crisis Management Training Problem-Solving Skills Stress Management and Well-Being Building Resilience in the Workplace
14	Crisis Management Skills	3	<ul style="list-style-type: none"> Crisis Management Training Problem-Solving Skills Stress Management and Well-Being Building Resilience in the Workplace

Soft Skills**Competency Level****Recommended Training**

15 Dispute Resolution

3

- Crisis Management Training
- Problem-Solving Skills
- Stress Management and Well-Being
- Building Resilience in the Workplace

16 Time Management and Organisational Skills

3

- Time Management Mastery
- Organisational Skills for Managers

Technical Skills**Competency Level****Recommended Training**

1 Sales Strategy and Planning

2

- Sales Strategy Workshops and Seminars
- Online Courses on Strategy and Planning (LinkedIn Learning)
- Professional Sales Associations
- Business Strategy Courses
- Sales Leadership and Management Programmes
- Internal Training and Company Resources

2 Sales Forecasting and Analytics

2

- Sales Analytics Tools Workshops
- Professional Associations and Conferences
- Advanced Excel and Spreadsheet Training
- Online Resources and Blogs
- Business Intelligence (BI) Tools Training
- Data Literacy Courses
- Networking and Knowledge Training

3 Market and Industry Knowledge

2

- Industry Conferences and Workshops
- Industry Publications and Journals
- Market Research Reports
- Networking and Industry Associations
- Mentorship and Expert Interviews
- Online Research and News
- Self-Directed Research Projects

4 Product and Service Knowledge

2

- Internal Training and Onboarding
- Product Documentation and Manuals
- Hands-On Experience
- Shadowing and Cross-Functional Collaboration
- Customer Feedback Analysis
- Competitor Analysis
- Sales Training and Role-Playing

	Technical Skills	Competency Level	Recommended Training
5	Negotiation and Deal Closing	2	<ul style="list-style-type: none"> Formal Negotiation Courses Sales Training Programmes Seminars and Workshops Role-Playing Exercises Feedback and Self-Assessment Communication and Persuasion Skills Training Cultural Sensitivity and Diversity Training Conflict Resolution Training Networking and Learning from Experts
6	Presentation and Communication	2	<ul style="list-style-type: none"> Public Speaking Courses Communication Workshops Presentation Skills Training Media Training (for Media Interactions) Visual Communication Skills Conflict Resolution and Difficult Conversations Training Cross-Cultural Communication Training Virtual Communication Skills Self-Confidence and Mindset Training
7	Data-Driven Decision Making	2	<ul style="list-style-type: none"> Data Analysis Courses Statistics and Probability Training Excel and Data Visualisation Courses Data Analytics Tools Training Machine Learning and AI Concepts (Optional) Case Studies and Practical Projects Business Intelligence (BI) Tools Training Data Ethics and Privacy Training Critical Thinking and Problem-Solving Skills Decision Analysis Techniques Econometrics and Forecasting Training Continuous Learning and Keeping Up to Date Business Acumen Training Communication Skills Leadership and Change Management Training
8	Sales Training and Coaching	2	<ul style="list-style-type: none"> Sales Training Workshops Sales Methodology Courses Communication and Persuasion Skills Training Negotiation and Objection Handling Training Sales Technology Training Time Management and Prioritisation Skills Continuous Feedback and Coaching

	Technical Skills	Competency Level	Recommended Training
			<ul style="list-style-type: none"> • Leadership and Motivation Training • Networking and Professional Development
9	Financial Literacy	2	<ul style="list-style-type: none"> • Personal Finance Workshops • Online Personal Finance Courses • Basic Accounting and Finance Courses • Investment Education and Training • Retirement Planning Seminars • Budgeting and Money Management Tools • Financial News and Publications • Government Resources • Financial Literacy Apps • Workplace Financial Wellness Programmes • Consulting Financial Advisors • Economic and Financial Literacy • Credit Management and Debt Reduction Courses • Understanding Taxation • Practice and Application
10	Cross-Functional Collaboration	2	<ul style="list-style-type: none"> • Interpersonal Skills Workshops • Cross-Functional Team Building Workshops • Conflict Resolution and Problem-Solving Training • Effective Communication Training • Cultural Sensitivity and Diversity Training • Project Management Training • Leadership and Influence Skills • Cross-Functional Problem-Solving Workshops • Stakeholder Management Training • Collaboration Tools and Technology Training • Understanding Other Functions • Innovation and Creativity Training • Cross-Functional Mentoring and Shadowing • Networking and Relationship Building • Cross-Functional Leadership Programmes • Experiential Learning • Regular Cross-Functional Meetings
11	Performance Evaluation	2	<ul style="list-style-type: none"> • Performance Management Workshops • Feedback and Communication Skills Training • Coaching and Mentoring Programmes • Conflict Resolution and Difficult Conversations Training

Technical Skills		Competency Level	Recommended Training
12	Sales Reporting	2	<ul style="list-style-type: none"> • Goal-Setting and SMART Objectives Training • Understanding KPIs • Appraisal Systems and Tools Training • Legal and Ethical Considerations • 360-Degree Feedback Training • Data-Driven Evaluation Training • Cultural Sensitivity and Bias Mitigation Training • Time Management and Organisational Skills • Self-Assessment and Reflection • Coaching and Leadership Development Programmes • Continuous Learning and Adaptation • Managerial Psychology and Behaviour Training • Feedback Loop and Improvement • Train-The-Trainer Programmes
	Sales Reporting	2	<ul style="list-style-type: none"> • Data Analysis Courses • Microsoft Excel and Google Sheets Training • Sales Analytics Tools Training • Data Visualisation Courses • KPI Training • Basic Accounting and Finance Knowledge • Sales Metrics and Performance Measurement • Business Intelligence (BI) Training • Data Integrity and Quality Assurance • SQL Training (Optional) • Advanced Excel Functions (Optional) • Custom Reporting Tools (CRM) • Communication and Presentation Skills • Time Management and Prioritisation • Continuous Learning and Tech Trends

Senior Event or Catering Manager

Level: 6

Job Description

- Responsible for overseeing all areas of event planning, conference management, and catering services for a variety of events and gatherings.
- Responsible for overseeing events and ensure they run successfully, efficiently, and following client specifications.

Roles & Responsibilities

a. Event Planning and Coordination

- To attract attendees and clients for events, conferences, and catering services, and contribute to marketing and promotional efforts.
- To collaborate with customers to understand their event needs, goals, and budget.
- To create event concepts, themes, and timetables in collaboration with clients.
- To plan and execute events in collaboration with internal and external stakeholders.
- To manage event logistics, including venue selection, audiovisual equipment, decoration, and transportation.
- To ensure that all health and safety requirements are followed and that all essential permits and licenses are obtained.

b. Conference Management

- To ensure successful execution when it comes to organising conferences, seminars, and workshops from start to finish.
- To optimise resources, source and negotiate with venues, suppliers, and vendors.
- To streamline attendee experiences, and manage conference registration, attendee communications, and ticketing processes.
- To enhance the overall conference experience, coordinate with speakers, presenters, and sponsors.
- To create a visually and acoustically engaging environment, oversee audiovisual setups, including stage design, lighting, and sound systems.

c. Catering Services

- To ensure culinary excellence, plan and coordinate event catering services, covering menu selection, food tasting, and dietary considerations.
- To optimise arrangements, liaise with food and beverage suppliers, and negotiate contracts to secure favourable terms.
- To maintain financial efficiency, manage catering budgets and implement cost-effective solutions.
- To guarantee a delightful dining experience by coordinating with the culinary team to ensure top-notch food quality, presentation, and timely service.

d. Team Management

- To lead a team of event staff, including event coordinators, caterers, and serving staff.
- To supervise the roles and responsibilities of team members and provide guidance and support.
- To supervise training sessions to enhance the team's skills and knowledge.
- To evaluate staff performance and provide constructive feedback.

Roles & Responsibilities

e. Budgeting and Financial Management

- To oversee financial discipline by monitoring and controlling expenses, ensuring adherence to budgetary constraints.
- To oversee financial accuracy, track and reconcile event-related financial transactions, invoices, and payments.
- To oversee financial reports and provide cost analysis to clients and management.

f. Client Relationship Management

- To build and maintain strong relationships with clients, vendors, and suppliers.
- To provide exceptional customer service and address client concerns and inquiries promptly.
- To maximise service value, proactively identify opportunities for upselling and cross-selling services.
- To enhance service quality, solicit feedback from clients continuously, and facilitating ongoing improvements.

g. Event Marketing and Promotion

- To supervise marketing channels including social media, email campaigns, and website updates, to promote events.
- To supervise event registration and attendance and implement strategies to maximise participation.
- To oversee event data and metrics to evaluate the success and impact of marketing efforts.

Pre-Requisites

- Previous experience in event planning, conference management or catering earned through internships, entry-level employment, or working in comparable areas within the hospitality sector that includes successfully organising and managing events.
- Possess full awareness of event planning procedures, logistics, and best practices covering budgeting, scheduling, vendor management, contract negotiation, and event marketing experience. Familiarity with various events including conferences, meetings, conventions, weddings, and corporate gatherings is necessary.
- Proficiency with event management software, CRM tools, and other applicable technologies is required.
- Understanding event registration, attendee management, marketing automation, and data analytics systems may assist in streamlining procedures and improving event outcomes.

	Soft Skills	Competency Level	Recommended Training
1	Internal Communication Platform Implementation	4	<ul style="list-style-type: none"> • Communication Skills • Presentation Training • Event Planning and Management
2	Establish Event, Conference and Catering Relations Strategies	4	<ul style="list-style-type: none"> • Communication Skills • Presentation Training • Event Planning and Management
3	Lead Development of Business Strategies and Governance Management	4	<ul style="list-style-type: none"> • Presentation Training • Leadership and Management Development • Leading High-Performing Teams
4	Plan, Conduct and Evaluate Orientation Training	4	<ul style="list-style-type: none"> • Presentation Training • Leadership and Management Development • Leading High-Performing Teams
5	Supervise, Motivate, and Empower Staff	4	<ul style="list-style-type: none"> • Presentation Training • Leadership and Management Development • Leading High-Performing Teams
6	Foster Team Adaptability	4	<ul style="list-style-type: none"> • Presentation Training • Leadership and Management Development • Leading High-Performing Teams
7	Stress Management and Resilience	4	<ul style="list-style-type: none"> • Presentation Training • Leadership and Management Development • Leading High-Performing Teams
8	Facilitate Innovation and Lead Team Leaders to Implement Change	4	<ul style="list-style-type: none"> • Presentation Training • Leadership and Management Development • Leading High-Performing Teams
9	Develop Service Recovery Framework	4	<ul style="list-style-type: none"> • Customer Services and Relationship
10	Manage Guest / Customer Experience	4	<ul style="list-style-type: none"> • Customer Services and Relationship
11	Manage Guest / Customer Concerns and Feedback	4	<ul style="list-style-type: none"> • Customer Services and Relationship
12	Manage the Service Brand	4	<ul style="list-style-type: none"> • Customer Services and Relationship
13	Managerial Problem Solving and Decision Making	4	<ul style="list-style-type: none"> • Crisis Management Skills • Problem-Solving Skills • Stress Management and Well-Being • Building Resilience in the Workplace
14	Manage Crisis Situations	4	<ul style="list-style-type: none"> • Crisis Management Skills • Problem-Solving Skills • Stress Management and Well-Being • Building Resilience in the Workplace

Soft Skills**Competency Level****Recommended Training**

15 Dispute Resolution

4

- Crisis Management Skills
- Problem-Solving Skills
- Stress Management and Well-Being
- Building Resilience in the Workplace

16 Time Management and Organisational Skills

4

- Time Management Mastery
- Organisational Skills for Managers

Technical Skills**Competency Level****Recommended Training**

1 Sales Strategy and Planning

3

- Sales Strategy Workshops and Seminars
- Online Courses on Strategy and Planning (LinkedIn Learning)
- Professional Sales Associations
- Business Strategy Courses
- Sales Leadership and Management Programmes
- Internal Training and Company Resources

2 Sales Forecasting and Analytics

3

- Sales Analytics Tools Workshops
- Professional Associations and Conferences
- Advanced Excel and Spreadsheet Training
- Online Resources and Blogs
- Business Intelligence (BI) Tools Training
- Data Literacy Courses
- Networking and Knowledge Training

3 Market and Industry Knowledge

3

- Industry Conferences and Workshops
- Industry Publications and Journals
- Market Research Reports
- Networking and Industry Associations
- Mentorship and Expert Interviews
- Online Research and News
- Self-Directed Research Projects

4 Product and Service Knowledge

3

- Internal Training and Onboarding
- Product Documentation and Manuals
- Hands-On Experience
- Shadowing and Cross-Functional Collaboration
- Customer Feedback Analysis
- Competitor Analysis
- Sales Training and Role-Playing

	Technical Skills	Competency Level	Recommended Training
5	Negotiation and Deal Closing	3	<ul style="list-style-type: none"> Formal Negotiation Courses Sales Training Programmes Seminars and Workshops Role-Playing Exercises Feedback and Self-Assessment Communication and Persuasion Skills Training Cultural Sensitivity and Diversity Training Conflict Resolution Training Networking and Learning from Experts
6	Presentation and Communication	3	<ul style="list-style-type: none"> Public Speaking Courses Communication Workshops Storytelling Training Presentation Skills Training Media Training (for Media Interactions) Visual Communication Skills Conflict Resolution and Difficult Conversations Training Cross-Cultural Communication Training Virtual Communication Skills Self-Confidence and Mindset Training
7	Data-Driven Decision Making	3	<ul style="list-style-type: none"> Data Analysis Courses Statistics and Probability Training Excel and Data Visualisation Courses Data Analytics Tools Training Machine Learning and AI Concepts (Optional) Case Studies and Practical Projects Business Intelligence (BI) Tools Training Data Ethics and Privacy Training Critical Thinking and Problem-Solving Skills Decision Analysis Techniques Econometrics and Forecasting Training Continuous Learning and Keeping Up to Date Business Acumen Training Networking and Collaboration Communication Skills Leadership and Change Management Training
8	Sales Training and Coaching	3	<ul style="list-style-type: none"> Sales Training Workshops Sales Methodology Courses Role-Playing Exercises Communication and Persuasion Skills Training Negotiation and Objection Handling Training

Technical Skills		Competency Level	Recommended Training
8	Sales Technology Skills	1	<ul style="list-style-type: none"> • Sales Technology Training • Time Management and Prioritisation Skills • Continuous Feedback and Coaching • Sales Analytics and Metrics Training • Account Management and Customer Relationship Training • Cultural Sensitivity and Cross-Cultural Communication • Emotional Intelligence and Relationship Building • Leadership and Motivation Training • Networking and Professional Development • Certifications and Professional Programmes • Feedback Loop and Continuous Improvement
		2	<ul style="list-style-type: none"> • Sales Technology Training • Time Management and Prioritisation Skills • Continuous Feedback and Coaching • Sales Analytics and Metrics Training • Account Management and Customer Relationship Training • Cultural Sensitivity and Cross-Cultural Communication • Emotional Intelligence and Relationship Building • Leadership and Motivation Training • Networking and Professional Development • Certifications and Professional Programmes • Feedback Loop and Continuous Improvement
		3	<ul style="list-style-type: none"> • Sales Technology Training • Time Management and Prioritisation Skills • Continuous Feedback and Coaching • Sales Analytics and Metrics Training • Account Management and Customer Relationship Training • Cultural Sensitivity and Cross-Cultural Communication • Emotional Intelligence and Relationship Building • Leadership and Motivation Training • Networking and Professional Development • Certifications and Professional Programmes • Feedback Loop and Continuous Improvement
9	Financial Literacy	3	<ul style="list-style-type: none"> • Personal Finance Workshops • Online Personal Finance Courses • Basic Accounting and Finance Courses • Investment Education and Training • Retirement Planning Seminars • Budgeting and Money Management Tools • Financial News and Publications • Government Resources • Financial Literacy Apps • Workplace Financial Wellness Programmes • Consulting Financial Advisors • Economic and Financial Literacy • Credit Management and Debt Reduction Courses • Understanding Taxation • Practice and Application
10	Cross-Functional Collaboration	3	<ul style="list-style-type: none"> • Interpersonal Skills Workshops • Cross-Functional Team Building Workshops • Conflict Resolution and Problem-Solving Training • Effective Communication Training • Cultural Sensitivity and Diversity Training • Project Management Training • Leadership and Influence Skills • Cross-Functional Problem-Solving Workshops • Stakeholder Management Training • Collaboration Tools and Technology Training • Understanding Other Functions • Innovation and Creativity Training • Cross-Functional Mentoring and Shadowing

Technical Skills		Competency Level	Recommended Training
10	Sales Planning	2	<ul style="list-style-type: none"> • Innovation and Creativity Training • Cross-Functional Mentoring and Shadowing • Networking and Relationship Building • Cross-Functional Leadership Programmes • Experiential Learning • Regular Cross-Functional Meeting
		3	<ul style="list-style-type: none"> • Performance Management Workshops • Conflict Resolution and Difficult Conversations Training • Goal-Setting and SMART Objectives Training • Understanding KPIs • Appraisal Systems and Tools Training • Legal and Ethical Considerations • Data-Driven Evaluation Training • Cultural Sensitivity and Bias Mitigation Training • Time Management and Organisational Skills • Self-Assessment and Reflection • Coaching and Leadership Development Programmes • Continuous Learning and Adaptation • Managerial Psychology and Behaviour Training • Feedback Loop and Improvement
12	Sales Reporting	3	<ul style="list-style-type: none"> • Data Analysis Courses • Microsoft Excel and Google Sheets Training • Sales Analytics Tools Training • Data Visualisation Courses • KPI Training • Basic Accounting and Finance Knowledge • Sales Metrics and Performance Measurement • Business Intelligence (BI) Training • Data Integrity and Quality Assurance • SQL Training (Optional) • Advanced Excel Functions (Optional)

Assistant Event or Catering Director

Level: 7

Job Description

- Responsible for planning and implementing events, conferences, and catering services.
- Responsible for planning, organising, and coordinating different parts of these duties in collaboration with the Director or Manager.

Roles & Responsibilities

a. Event Planning and Coordination

- To measure success and identify areas for improvement, conduct post-event evaluations.
- To ensure successful events, conferences, and catering services, by assisting in planning and coordinating.
- To facilitate seamless execution, develop event timelines, budgets, and logistics, and coordinate with vendors, suppliers, and internal teams.

b. Venue Management

- To contribute to successful events and conferences and assist in securing appropriate venues.
- To ensure smooth event execution, negotiate contracts, manage venue logistics, and coordinate setup and teardown activities.

c. Catering Management

- To ensure the success of events and conferences by overseeing catering services including menu planning, collaboration with caterers or in-house food services, ensuring high-quality food and beverage offerings, and accommodating dietary restrictions or special requests.

d. Client and Stakeholder Relations

- To ensure client satisfaction by maintaining positive relationships with clients, stakeholders, and vendors through regular communication, addressing inquiries or concerns, and providing exceptional customer service.

e. Budgeting and Financial Management

- To assist in developing and managing event budgets, tracking expenses, reconciling invoices, and ensuring financial goals are met within allocated budgets.

f. Staff Supervision

- To supervise event staff, including catering and support personnel. This may involve assigning duties, providing guidance, and training, and ensuring that staff adhere to event policies and procedures.

g. Marketing and Promotion

- To contribute to marketing and promotional efforts to attract attendees and clients for events, conferences, and catering services.
- To be involved in the creation of marketing materials, utilise social media platforms, and collaborate with the marketing team.

Roles & Responsibilities

h. On-Site Event Management

- To assist in overseeing event operations on-site. This includes managing event setup, coordinating with vendors, troubleshooting issues, and ensuring events run smoothly and according to plan.

i. Evaluation and Improvement

- To participate in post-event evaluations to assess success and identify areas for improvement.
- To provide recommendations for enhancing future events, conferences, and catering services based on feedback and observations.

j. Industry Awareness

- To stay current with industry trends, best practices, and emerging technologies related to event management, conference planning, and catering services.
- To attend relevant conferences or professional development opportunities to expand knowledge and skills.
- To supervise marketing channels, including social media, email campaigns, and website updates, to promote events.

Pre-Requisites

- Prior experience in event planning and management is essential. This can include organising conferences, meetings, weddings, trade shows, or other large-scale events. Experience in catering or food services is also valuable.
- Familiarity with catering operations, menu planning, food safety regulations, and dietary requirements is important. Experience working with caterers, banquet managers, or food service providers is advantageous.
- A Bachelor's Degree in Event Management, Hospitality Management, Business Administration, or any related fields is often preferred. Relevant certifications or professional development courses in event planning or catering also counts.

	Soft Skills	Competency Level	Recommended Training
1	Problem-Solving and Decision Making	4	<ul style="list-style-type: none"> Problem-Solving Skills Negotiation Skills Crisis Management Training
2	Support the Establishment of a Framework for Initiative and enterprise	4	<ul style="list-style-type: none"> Problem-Solving Skills Negotiation Skills Crisis Management Training
3	Manage Crisis Situations	4	<ul style="list-style-type: none"> Problem-Solving Skills Negotiation Skills Crisis Management Training
4	Dispute Resolution	4	<ul style="list-style-type: none"> Problem-Solving Skills Negotiation Skills Crisis Management Training

	Soft Skills	Competency Level	Recommended Training
5	Facilitate Innovation and Lead Team Leaders to Implement Change	4	<ul style="list-style-type: none"> Problem-Solving Skills Negotiation Skills Crisis Management Training
6	Conduct Interviews	4	<ul style="list-style-type: none"> Effective Communication Skills
7	Manage Meetings	4	<ul style="list-style-type: none"> Effective Communication Skills
8	Develop Service Recovery Framework	4	<ul style="list-style-type: none"> Customer Relations
9	Manage Guest Experience	4	<ul style="list-style-type: none"> Customer Relations
10	Manage Guest Concerns and Feedback	4	<ul style="list-style-type: none"> Customer Relations
11	Manage the Service Brand	4	<ul style="list-style-type: none"> Customer Relations
12	Lead Development of Business Strategies and Governance Management	4	<ul style="list-style-type: none"> Leadership and Coaching Skills
13	Conduct Staff Performance Assessment Process	4	<ul style="list-style-type: none"> Leadership and Coaching Skills
14	Foster Team Adaptability	4	<ul style="list-style-type: none"> Leadership and Coaching Skills
15	Stress Management and Resilience	4	<ul style="list-style-type: none"> Leadership and Coaching Skills
16	Coach for Service Performance	4	<ul style="list-style-type: none"> Leadership and Coaching Skills
17	Plan, Conduct and Evaluate Orientation Training	4	<ul style="list-style-type: none"> Leadership and Coaching Skills
18	Supervise, Motivate, and Empower Staff	4	<ul style="list-style-type: none"> Leadership and Coaching Skills
19	Implement Revenue Management Strategies	4	<ul style="list-style-type: none"> Revenue Management Hospitality Industry Analytics Skills
20	Manage Loss / Risk Prevention	4	<ul style="list-style-type: none"> Risk Management
21	Conduct Market Profiling	4	<ul style="list-style-type: none"> OTA Control and Maximising Sales Results Planning and Marketing Strategies
22	Develop Sales and Marketing Operational Plans	4	<ul style="list-style-type: none"> OTA Control and Maximising Sales Results Planning and Marketing Strategies
23	Write Proposal	4	<ul style="list-style-type: none"> OTA Control and Maximising Sales Results Planning and Marketing Strategies

	Technical Skills	Competency Level	Recommended Training
1	Sales Strategy and Planning	4	<ul style="list-style-type: none"> Sales Strategy Workshops and Seminars Online Courses on Strategy and Planning (LinkedIn Learning) Professional Sales Associations Business Strategy Courses Sales Leadership and Management Programmes Internal Training and Company Resources
2	Sales Forecasting and Analytics	3	<ul style="list-style-type: none"> Sales Analytics Tools Workshops Professional Associations and Conferences Advanced Excel and Spreadsheet Training Online Resources and Blogs Business Intelligence (BI) Tools Training Data Literacy Courses Networking and Knowledge Training
3	Market and Industry Knowledge	3	<ul style="list-style-type: none"> Industry Conferences and Workshops Industry Publications and Journals Market Research Reports Networking and Industry Associations Mentorship and Expert Interviews Online Research and News Self-Directed Research Projects
4	Product and Service Knowledge	4	<ul style="list-style-type: none"> Internal Training and Onboarding Product Documentation and Manuals Hands-On Experience Shadowing and Cross-Functional Collaboration Customer Feedback Analysis Competitor Analysis Sales Training and Role-Playing
5	Negotiation and Deal Closing	4	<ul style="list-style-type: none"> Formal Negotiation Courses Sales Training Programmes Seminars and Workshops Role-Playing Exercises Feedback and Self-Assessment Communication and Persuasion Skills Training Cultural Sensitivity and Diversity Training Conflict Resolution Training Networking and Learning from Experts

	Technical Skills	Competency Level	Recommended Training
6	Presentation and Communication	4	<ul style="list-style-type: none"> Public Speaking Courses Communication Workshops Storytelling Training Presentation Skills Training Media Training (for Media Interactions) Visual Communication Skills Conflict Resolution and Difficult Conversations Training Cross-Cultural Communication Training Virtual Communication Skills Self-Confidence and Mindset Training
7	Data-Driven Decision Making	4	<ul style="list-style-type: none"> Data Analysis Courses Statistics and Probability Training Excel and Data Visualisation Courses Data Analytics Tools Training Machine Learning and AI Concepts (Optional) Case Studies and Practical Projects Business Intelligence (BI) Tools Training Data Ethics and Privacy Training Critical Thinking and Problem-Solving Skills Decision Analysis Techniques Econometrics and Forecasting Training Continuous Learning and Keeping Up to Date Business Acumen Training Networking and Collaboration Communication Skills Leadership and Change Management Training
8	Sales Training and Coaching	4	<ul style="list-style-type: none"> Sales Training Workshops Sales Methodology Courses Role-Playing Exercises Communication and Persuasion Skills Training Negotiation and Objection Handling Training Sales Technology Training Time Management and Prioritisation Skills Continuous Feedback and Coaching Sales Analytics and Metrics Training Account Management and Customer Relationship Training Cultural Sensitivity and Cross-Cultural Communication

	Technical Skills	Competency Level	Recommended Training
			<ul style="list-style-type: none"> • Emotional Intelligence and Relationship Building • Leadership and Motivation Training • Networking and Professional Development • Certifications and Professional Programmes • Feedback Loop and Continuous Improvement
9	Financial Literacy	4	<ul style="list-style-type: none"> • Personal Finance Workshops • Online Personal Finance Courses • Basic Accounting and Finance Courses • Investment Education and Training • Retirement Planning Seminars • Budgeting and Money Management Tools • Financial News and Publications • Government Resources • Financial Literacy Apps • Workplace Financial Wellness Programmes • Consulting Financial Advisors • Economic and Financial Literacy • Credit Management and Debt Reduction Courses • Understanding Taxation • Practice and Application
10	Cross-Functional Collaboration	3	<ul style="list-style-type: none"> • Interpersonal Skills Workshops • Cross-Functional Team Building Workshops • Conflict Resolution and Problem-Solving Training • Effective Communication Training • Cultural Sensitivity and Diversity Training • Project Management Training • Leadership and Influence Skills • Cross-Functional Problem-Solving Workshops • Stakeholder Management Training • Collaboration Tools and Technology Training • Understanding Other Functions • Innovation and Creativity Training • Cross-Functional Mentoring and Shadowing • Networking and Relationship Building • Cross-Functional Leadership Programmes • Experiential Learning • Regular Cross-Functional Meetings

	Technical Skills	Competency Level	Recommended Training
11	Performance Evaluation	2	<ul style="list-style-type: none"> • Performance Management Workshops • Feedback and Communication Skills Training • Coaching and Mentoring Programs • Conflict Resolution and Difficult Conversations Training • Goal-Setting and SMART Objectives Training • Understanding KPIs • Appraisal Systems and Tools Training • Legal and Ethical Considerations • 360-Degree Feedback Training • Data-Driven Evaluation Training • Cultural Sensitivity and Bias Mitigation Training • Time Management and Organisational Skills • Self-Assessment and Reflection • Coaching and Leadership Development Programmes • Continuous Learning and Adaptation • Managerial Psychology and Behaviour Training • Feedback Loop and Improvement • Train-The-Trainer Programmes
12	Sales Reporting	3	<ul style="list-style-type: none"> • Data Analysis Courses • Microsoft Excel and Google Sheets Training • Sales Analytics Tools Training • Data Visualisation Courses • KPI Training • Basic Accounting and Finance Knowledge • Sales Metrics and Performance Measurement • Business Intelligence (BI) Training • Data Integrity and Quality Assurance • SQL Training (Optional) • Advanced Excel Functions (Optional) • Custom Reporting Tools (CRM) • Communication and Presentation Skills • Time Management and Prioritisation • Continuous Learning and Tech Trends • Feedback and Alteration

Sales Coordinator or Digital Sales Coordinator

Level: 7

Job Description

- Responsible for supporting the sales team and facilitating the digital sales process.
- Responsible for coordinating sales activities, managing digital sales platforms, and providing administrative assistance to ensure the smooth execution of sales operations.
- Responsible for driving sales growth and enhancing the customer experience, collaborating closely with the sales team, clients, and other internal departments.

Roles & Responsibilities

a. Sales Support Cooperation

- To assist the sales team in preparing sales proposals, presentations, and contracts.
- To coordinate sales activities, including scheduling appointments, client meetings, and sales events.
- To maintain accurate sales records, including client information, sales pipelines, and sales reports.
- To prepare and distribute sales-related documents, such as sales agreements, price lists, and product information.

b. Digital Sales Management

- To manage and update digital sales platforms, including the company website, online marketplaces, and social media channels.
- To monitor online inquiries, sales leads, and customer interactions on digital platforms.
- To collaborate with the marketing team to optimise digital content, including product descriptions, images, and promotional materials.
- To track and analyse digital sales performance, providing insights and recommendations for improvement.

c. Customer Service

- To respond promptly and professionally to customer inquiries, providing information and support as needed.
- To assist in resolving customer issues and complaints, ensuring customer satisfaction and retention.
- To maintain strong relationships with customers, understanding their needs and preferences to enhance the sales process.

d. Sales Reporting Analysis

- To collect, compile, and analyse sales data, generating regular sales reports and performance metrics.
- To identify trends, patterns, and opportunities for sales growth based on data analysis.
- To collaborate with the sales team and management to develop strategies and action plans based on sales insights.

e. Administrative Support

- To provide administrative assistance to the sales team, including managing calendars, scheduling meetings, and handling travel arrangements.
- To prepare and distribute sales-related documents, such as contracts, invoices, and sales presentations.
- To assist in managing inventory and tracking product availability for timely order fulfilment.

Roles & Responsibilities

f. Collaboration and Coordination

- To collaborate with cross-functional teams such as marketing and product development.
- To align sales efforts with the overall hotel objectives, integrating customer support as a crucial component.
- To coordinate with internal stakeholders to ensure smooth order processing, delivery, and post-sales support.

Pre-Requisites

- Proven experience in sales coordination, digital sales, or a similar role.
- Strong organisational and multitasking skills, with attention to detail.
- Excellent communication skills, both written and verbal.

	Soft Skills	Competency Level	Recommended Training
1	Proficiency in Using Digital Tools	2	<ul style="list-style-type: none"> • Digital Marketing • Sales Skills and Strategies
2	Analyse and Recommend Best Practices and Technology in Hospitality	2	<ul style="list-style-type: none"> • Digital Marketing • Sales Skills and Strategies
3	Develop Digital Strategies	2	<ul style="list-style-type: none"> • Marketing and Sales Training
4	Provide Information for Management Decision Making	3	<ul style="list-style-type: none"> • Strategic Planning and Management • Communication Skills
5	Internal Communication Platform Implementation	2	<ul style="list-style-type: none"> • Presentation Training
6	Ability to Analyse Hospitality Data	2	<ul style="list-style-type: none"> • Hospitality Industry Analytics Skills

	Technical Skills	Competency Level	Recommended Training
1	Administration Skills	2	<ul style="list-style-type: none"> • Office Management Courses • Communication Skills Workshops • Time Management and Productivity Workshops • Business Writing Courses • Leadership and Management Courses
2	Coordination Skills	2	<ul style="list-style-type: none"> • Communication Skills Workshops • Time Management and Productivity Workshops • Leadership and Management Courses
3	Sales Communication Skills	2	<ul style="list-style-type: none"> • Office Management Courses

Sales Executive

Level: 3

Job Description

- Responsible for driving sales and revenue growth for a company.
- Responsible for acquiring new customers, maintaining client relationships, and achieving sales targets.

Roles & Responsibilities

a. Sales and Business Development

- To identify potential customers and generate new leads through various channels such as cold calling, networking, referrals, and online research.
- To develop and implement sales strategies to meet or exceed sales targets.
- To build and maintain a robust sales pipeline.

b. Client Relationship Management

- To establish and nurture strong relationships with existing clients to ensure customer satisfaction and retention.
- To communicate regularly with clients to understand their needs, and address concerns.
- To maximise value and meet evolving customer needs and explore opportunities to upsell additional products or services.

c. Product Knowledge

- To understand the hotel's products or services and communicate their features, benefits, and value propositions to customers.
- To stay updated on industry trends, market conditions, and competitor offerings to position the hotel as a leader in the market.

d. Sales Presentations and Negotiations

- To deliver compelling sales presentations to potential clients, showcasing hotel products or services and addressing client requirements.
- To negotiate and close deals, ensuring mutually beneficial agreements for both the customer and the company.

e. Sales Reporting and Analysis

- To maintain accurate and up-to-date records of sales activities, customer interactions, and deal progress using CRM software.
- To analyse sales data and generate reports to evaluate performance, identify trends, and make data-driven recommendations for improvement.

f. Collaboration and Coordination

- To collaborate with cross-functional teams such as marketing and product development.
- To align sales efforts with overall hotel objectives, prioritise customer support as an integral component.
- To coordinate with internal stakeholders to ensure the seamless execution of order processing, delivery, and post-sales support.

Pre-Requisites

- Proficiency in using sales tools, CRM software, and other relevant technology platforms.
- Previous experience in sales, preferably in a similar industry or product / service category.
- Strong verbal and written communication skills.
- A Bachelor's Degree in Business, Marketing, or any related fields is typically preferred.

	Soft Skills	Competency Level	Recommended Training
1	Effective Communication (Verbal and Written) in English and Malay	3	<ul style="list-style-type: none"> • English and Malay Language
2	Advanced Presentation	3	<ul style="list-style-type: none"> • Communication Skills • Presentation Training
3	Customer Persuasion	2	<ul style="list-style-type: none"> • Presenting Compelling Arguments • Addressing Objections • Using Persuasive Language to Influence Purchasing Decisions
4	Customer Relationship Management	3	<ul style="list-style-type: none"> • Service Excellence • Guest Services
5	Manage Hotel Sales Initiative and Develop Sales and Marketing Operational Plan	3	<ul style="list-style-type: none"> • Strategic Planning and Management • Sales and Market Analysis and Research Training
6	Effective Time Management	3	<ul style="list-style-type: none"> • Multitasking • Objective and Time Management • Task Prioritisation
7	Direct Management of Crisis	3	<ul style="list-style-type: none"> • Crisis Management Training • Negotiation Skills Training
8	Direct Negotiation Policy and Develop Negotiation Limits	3	<ul style="list-style-type: none"> • Crisis Management Training • Negotiation Skills Training

	Technical Skills	Competency Level	Recommended Training
1	Negotiation skills	2	<ul style="list-style-type: none"> • Workshops and Seminars for Sales and Marketing
2	Sales Closing Deals	2	<ul style="list-style-type: none"> • Workshops and Seminars for Sales and Marketing

Technical Skills		Competency Level	Recommended Training
3	Problem-Solving Skills	2	<ul style="list-style-type: none">Workshops and Seminars for Sales and Marketing
4	Crisis Management Skills	2	<ul style="list-style-type: none">Workshops and Seminars for Sales and Marketing

Assistant Sales Manager

Level: 4

Job Description

- Responsible for driving sales and revenue growth for a company.
- Responsible for acquiring new customers, maintaining client relationships, and achieving sales targets.

Roles & Responsibilities

a. Sales and Business Development

- To expand customer outreach, identify potential customers and generate new leads through diverse channels like cold calling, networking, referrals, and online research.
- To achieve or surpass sales targets, develop, and implement effective sales strategies tailored to the market and customer needs.
- To ensure a continuous flow of opportunities, build and maintain a robust sales pipeline for sustained business growth.

b. Client Relationship Management

- To establish and nurture strong client relationships, ensuring customer satisfaction and retention.
- To promptly address any concerns that may arise and regularly communicate with clients to understand their needs.
- To enhance value and meet evolving client needs and explore opportunities to upsell additional products or services.

c. Product Knowledge

- Possess a deep understanding of the hotel's products or services to effectively communicate the features, benefits, and value propositions.
- Stay updated on industry trends, market conditions, and competitor offerings to position the hotel as a market leader.

d. Sales Presentations and Negotiations

- To engage potential clients, deliver compelling sales presentations that showcase the hotel products or services while addressing specific client requirements.
- To negotiate and close deals, ensuring mutually beneficial agreements for both the customer and the company.

e. Sales Reporting and Analysis

- To maintain accurate and up-to-date records of sales activities, customer interactions, and deal progress using CRM software.
- To analyse sales data and generate reports to evaluate performance, identify trends, and make data-driven recommendations for improvement.

Roles & Responsibilities

f. Collaboration and Coordination

- To ensure efficient resource allocation, develop and manage the sales and marketing budget, focusing on cost-effective strategies.
- To provide insights to senior management, monitor and analyse sales and marketing performance metrics, generating reports on key indicators.
- To enhance overall efficiency, implement strategies to optimise sales and marketing return on investment (ROI) and cost-effectiveness.
- To maintain financial transparency, collaborate with the finance department to track revenue, expenses, and forecasting in the sales and marketing domain.

Pre-Requisites

- Previous experience in sales is essential, preferably in a supervisory or leadership role. Experience in a similar industry or product category can be beneficial, as it allows for a better understanding of customer needs and market dynamics.
- Strong leadership and team management skills are crucial for an Assistant Sales Manager. The ability to motivate and inspire a sales team, set performance goals, and drive results is essential.
- Excellent verbal and written communication skills are necessary to effectively communicate with team members, clients, and other stakeholders. An Assistant Sales Manager should be able to deliver persuasive presentations, negotiate contracts, and build rapport with customers.
- Proficiency in data analysis and interpretation is important to identify sales trends, evaluate performance metrics, and make informed decisions. An Assistant Sales Manager should be able to analyse sales reports, market data, and competitor information to develop effective sales strategies.
- A customer-centric mindset is crucial for an Assistant Sales Manager. Understanding customer needs, building strong relationships, and providing excellent customer service are essential to drive sales growth and maintain customer loyalty.
- An Assistant Sales Manager should possess strong problem-solving and decision-making skills. They should be able to identify and resolve issues during the sales process, handle customer complaints, and adapt to changing market conditions.
- Effective time management, organisational abilities, and attention to detail are important to manage multiple tasks, prioritise activities, and meet deadlines.

	Soft Skills	Competency Level	Recommended Training
1	Managerial Problem Solving and Decision Making	3	<ul style="list-style-type: none"> Crisis Management Skills Problem-Solving Training
2	Crisis Management Skills	3	<ul style="list-style-type: none"> Crisis Management Skills Problem-Solving Training
3	Dispute Resolution	3	<ul style="list-style-type: none"> Crisis Management Skills Problem-Solving Training
4	High-Level Presentation	3	<ul style="list-style-type: none"> Communication Skills Presentation Training
5	Internal Communication Platform Implementation	3	<ul style="list-style-type: none"> Communication Skills Presentation Training
6	Establish Public Relations Strategies	3	<ul style="list-style-type: none"> Communication Skills Presentation Training
7	Manage Customer Experience	3	<ul style="list-style-type: none"> Service Excellence Guest Services
8	Manage Customer Concerns and Feedback	3	<ul style="list-style-type: none"> Service Excellence Guest Services
9	Manage the Service Brand	3	<ul style="list-style-type: none"> Service Excellence Guest Services
10	Analyse Hospitality Data	3	<ul style="list-style-type: none"> Hospital Industry Analytics Skills Presentation Training Management and Leadership
11	Lead Development of Business Strategies and Governance Management	3	<ul style="list-style-type: none"> Hospital Industry Analytics Skills Presentation Training Management and Leadership
12	Plan, Conduct and Evaluate Orientation Training	3	<ul style="list-style-type: none"> Hospital Industry Analytics Skills Presentation Training Management and Leadership
13	Supervise, Motivate, and Empower Staff	2	<ul style="list-style-type: none"> Hospital Industry Analytics Skills Presentation Training Management and Leadership
14	Foster Team Adaptability	2	<ul style="list-style-type: none"> Hospital Industry Analytics Skills Presentation Training Management and Leadership
15	Stress Management and Resilience	2	<ul style="list-style-type: none"> Hospital Industry Analytics Skills Presentation Training Management and Leadership
16	Facilitate Innovation and Lead Team Leaders to Implement Change	3	<ul style="list-style-type: none"> Hospital Industry Analytics Skills Presentation Training Management and Leadership

	Soft Skills	Competency Level	Recommended Training
17	Develop and Oversee Public Relations Strategies	2	<ul style="list-style-type: none"> Hospitality Industry Marketing Communication and Public Relations Training
18	Develop Digital Strategies	2	<ul style="list-style-type: none"> Hospitality Industry Marketing Communication and Public Relations Training
19	Manage Loss / Risk Prevention	2	<ul style="list-style-type: none"> Risk Management
20	Develop Domestic Sales Operational Plans	2	<ul style="list-style-type: none"> Strategic Planning and Management Market Analysis and Research Training
21	Develop International Sales Operational Plans	3	<ul style="list-style-type: none"> Strategic Planning and Management Market Analysis and Research Training
22	Develop Social Media Strategies	2	<ul style="list-style-type: none"> Strategic Planning and Management Market Analysis and Research Training
23	Manage Hotel Sales	2	<ul style="list-style-type: none"> Strategic Planning and Management Market Analysis and Research Training

	Technical Skills	Competency Level	Recommended Training
1	Presentation Skills	3	<ul style="list-style-type: none"> Writing Skills PowerPoint Digital Presentation Software Knowledge Training Communication Skills
2	Negotiation Skills	3	<ul style="list-style-type: none"> Negotiation Training
3	Sales Closing Deals	3	<ul style="list-style-type: none"> Sales and Marketing Courses
4	Problem-Solving Skills	3	<ul style="list-style-type: none"> Problem-Solving Training
5	Crisis Management Skills	3	<ul style="list-style-type: none"> Crisis Management Training

Sales Manager

Level: 5

Job Description

- Responsible for managing and directing the sales team's performance and attaining sales goals.
- Responsible for developing and implementing effective sales strategy, overseeing the sales staff, and cultivating excellent client relationships by assembling and managing a sales team to increase sales.

Roles & Responsibilities

a. Sales Strategy and Planning

- To develop and implement strategic sales plans to achieve revenue targets and drive business growth.
- To identify market opportunities, target customer segments, and sales tactics to maximise sales effectiveness.
- To monitor market trends, competitor activities, and customer needs to adjust sales strategies accordingly.

b. Sales Team Management

- To recruit, train, mentor, and lead a high-performing sales team.
- To set sales targets and performance goals for the team, and provide ongoing coaching, feedback, and performance evaluations.
- To foster a positive and motivated sales culture and promote teamwork and collaboration. .

c. Business Development

- To identify new business opportunities, potential customers, and market expansion possibilities.
- To develop and maintain strong relationships with key clients, partners, and stakeholders.
- To attend industry events, conferences, and networking opportunities to generate leads and promote hotel products or services.

d. Sales Forecasting and Reporting

- To ensure accurate sales forecasts and reports, analyse sales data and track performance metrics diligently.
- To keep senior management well-informed, and provide regular updates and insights on sales achievements, challenges, and opportunities.
- To efficiently manage and monitor sales activities, utilise CRM systems or sales tools for enhanced effectiveness.

e. Sales Presentations and Negotiations

- To lead or support the sales team in delivering compelling presentations to potential clients, showcasing hotel products or services, and addressing client requirements.
- To engage in contract negotiations and close deals to meet sales objectives.

Roles & Responsibilities

f. Sales Operations and Processes

- To improve overall efficiency, and streamline sales processes, encompassing lead generation, prospecting, and pipeline management.
- To ensure seamless operations, collaborate with internal departments such as marketing, operations, and finance, overseeing smooth order processing, timely delivery, and customer satisfaction.
- To enhance effectiveness, continuously refine sales processes and tools, focusing on improvement and efficiency.

g. Customer Relationship Management

- To foster lasting connections and build and maintain strong relationships with key customers and strategic accounts.
- To deliver exceptional service, understand customer needs, and promptly address any concerns or issues that may arise.
- To uphold high customer satisfaction levels, collaborate with the customer support team to effectively resolve escalations and ensure a positive customer experience.

Pre-Requisites

- **Sales and Leadership Experience:** Proven track record of success in sales, preferably in a managerial or leadership role. Demonstrated ability to achieve and exceed sales targets, drive revenue growth, and effectively manage a sales team.
- **Strategic Thinking:** Strong business acumen and strategic mindset to develop sales strategies and plans aligned with overall business objectives. Ability to analyse market trends, competitor activities, and customer insights to drive sales performance.

	Soft Skills	Competency Level	Recommended Training
1	Effective Communication (Verbal and Written) in English and Malay	3	<ul style="list-style-type: none"> English and Malay Language
2	Communication and Interpersonal Skills	3	<ul style="list-style-type: none"> Communication Interpersonal Leadership Organisational Skill Problem Solving Critical Thinking
3	Leadership	3	<ul style="list-style-type: none"> Leadership Training
4	Timely Multi-Project Management	4	<ul style="list-style-type: none"> Time Management

	Technical Skills	Competency Level	Recommended Training
1	Presentation Skills	4	<ul style="list-style-type: none"> • Public Speaking • Writing Skills • Microsoft PowerPoint • Digital Presentation Software Knowledge Training • Communication Skills
2	Negotiation Skills	4	<ul style="list-style-type: none"> • Negotiation Skills Training
3	Sales Closing Deals	4	<ul style="list-style-type: none"> • Sales and Marketing Courses
4	Problem-Solving Skills	4	<ul style="list-style-type: none"> • Problem-Solving Training
5	Crisis Management Skills	4	<ul style="list-style-type: none"> • Crisis Management Training

Senior Sales Manager

Level: 6

Job Description

- Responsible for overseeing and directing the sales team's performance and attaining sales goals.
- Responsible for overseeing effective sales strategy and the sales staff, cultivating excellent client relationships, and managing a sales team to increase sales.

Roles & Responsibilities

a. Sales Strategy and Planning

- To develop and implement strategic sales plans to achieve revenue targets and drive business growth.
- To identify market opportunities, target customer segments, and sales tactics to maximise sales effectiveness.
- To monitor market trends, competitor activities, and customer needs to adjust sales strategies accordingly.

b. Sales Team Management

- To recruit, train, mentor, and lead a high-performing sales team.
- To set sales targets and performance goals for the team, and provide ongoing coaching, feedback, and performance evaluations.
- To foster a positive and motivated sales culture and promote teamwork and collaboration.

c. Business Development

- To identify new business opportunities, potential customers, and market expansion possibilities.
- To develop and maintain strong relationships with key clients, partners, and stakeholders.
- To attend industry events, conferences, and networking opportunities to generate leads and promote hotel products or services.

d. Sales Forecasting and Reporting

- To ensure accurate sales forecasts and reports, analyse sales data and track performance metrics diligently.
- To keep senior management well-informed, and provide regular updates and insights on sales achievements, challenges, and opportunities.
- To efficiently manage and monitor sales activities, utilise CRM systems or sales tools for enhanced effectiveness.

e. Sales Presentations and Negotiations

- To lead or support the sales team in delivering compelling presentations to potential clients, showcasing hotel products or services, and addressing client requirements.
- To engage in contract negotiations and close deals to meet sales objectives.

Roles & Responsibilities

f. Sales Operations and Processes

- To improve overall efficiency by streamlining sales processes, encompassing lead generation, prospecting, and pipeline management.
- To ensure seamless operations, collaborate with internal departments such as marketing, operations, and finance, overseeing smooth order processing, timely delivery, and customer satisfaction.
- To enhance effectiveness by continuously refining sales processes and tools, focusing on improvement and efficiency.

g. Customer Relationship Management

- To foster lasting connections by building and maintaining strong relationships with key customers and strategic accounts.
- To deliver exceptional service, understand customer needs, and promptly address any concerns or issues that may arise.
- To uphold high customer satisfaction levels and collaborate with the customer support team to effectively resolve escalations and ensure a positive customer experience.

h. Collaboration with Other Departments

- To coordinate with marketing, operations, and other departments to ensure cohesive business strategies.
- To work closely with product development and customer service teams to align sales efforts with overall business objectives.

Pre-Requisites

- **Sales and Leadership Experience:** Proven track record of success in sales, preferably in a managerial or leadership role. Demonstrated ability to achieve and exceed sales targets, drive revenue growth, and effectively manage a sales team.
- **Strategic Thinking:** Strong business acumen and strategic mindset to develop sales strategies and plans aligned with overall business objectives. Ability to analyse market trends, competitor activities, and customer insights to drive sales performance.

	Soft Skills	Competency Level	Recommended Training
1	Effective Communication (Verbal and Written) in English and Malay	4	<ul style="list-style-type: none"> • English and Malay Language
2	Communication and Interpersonal Skills	4	<ul style="list-style-type: none"> • Communication • Interpersonal • Leadership • Organisational Skill • Problem Solving • Critical Thinking
3	Leadership	4	<ul style="list-style-type: none"> • Leadership Training
4	Timely Multi-Project Management	4	<ul style="list-style-type: none"> • Time Management

	Technical Skills	Competency Level	Recommended Training
1	Presentation Skills	4	<ul style="list-style-type: none"> Public Speaking Writing Skills Microsoft PowerPoint Digital Presentation Software Knowledge Training Communication Skills
2	Negotiation Skills	4	<ul style="list-style-type: none"> Negotiation Skills Training
3	Sales Closing Deals	4	<ul style="list-style-type: none"> Sales and Marketing Courses
4	Problem-Solving Skills	4	<ul style="list-style-type: none"> Problem-Solving Training
5	Crisis Management Skills	4	<ul style="list-style-type: none"> Crisis Management Training

Assistant Sales Director

Level: 7

Job Description

- Responsible for developing and implementing sales and marketing strategies to drive revenue growth and maximise market share for a company or organisation.
- Responsible for managing a team of sales and marketing professionals, including setting sales targets, developing marketing campaigns, building client relationships, and monitoring market trends.

Roles & Responsibilities

a. Sales Leadership

- To provide leadership and guidance to the sales team.
- To assist in setting sales goals, targets, and performance metrics.
- To motivate and coach sales representatives to achieve their objectives.

b. Sales Strategy Development

- To collaborate with the Director to develop and implement sales strategies.
- To contribute to creating sales plans and objectives aligned with overall business goals.

c. Team Management

- To participate in recruiting, training, and development of sales staff.
- To conduct regular performance reviews and provide constructive feedback.
- To foster a positive and collaborative team culture.

d. Client Relationship Management

- To build and maintain strong relationships with key clients and accounts.
- To work closely with the sales team to ensure effective communication and customer satisfaction.
- To address client concerns and resolve issues promptly.

e. Sales Forecasting and Reporting

- To assist in the development of sales forecasts, budgets, and reports.
- To monitor sales performance against targets and analyse data to identify trends.

f. Business Development

- To identify new business opportunities and potential markets.
- To develop and execute strategies to expand the customer base.
- To participate in industry events, conferences, and networking activities to promote the organisation.

g. Collaboration with Other Departments

- To coordinate with marketing, operations, and other departments to ensure cohesive business strategies.
- To work closely with product development and customer service teams to align sales efforts with overall business objectives.

Roles & Responsibilities

h. Sales Training and Development

- To provide ongoing training and development opportunities for the sales team.
- To stay informed about industry trends and best practices.
- To foster a culture of continuous learning and improvement within the sales department.

i. Budget Management

- To assist in developing and managing the sales budget.
- To monitor expenses and ensure adherence to budgetary constraints.
- To identify cost-saving opportunities without compromising sales performance.

j. Contract Negotiation

- To participate in negotiations with clients to secure favourable terms.
- To collaborate with legal and finance teams to review and finalise contracts.

k. Performance Analysis

- To analyse sales performance metrics and generate insights.
- To implement strategies to address challenges and optimise sales initiatives.
- To evaluate the effectiveness of sales programmes and adjust strategies as needed.

l. Communication Skills

- To communicate effectively with internal teams, senior management, and external stakeholders.
- To represent the organisation at industry events, conferences, and with clients.

Pre-Requisites

- Knowledge of sales and prior experience in sales.
- Analytical mindset with the ability to interpret data and generate insights.
- More than 8 years of working experience.

	Soft Skills	Competency Level	Recommended Training
1	Managerial Problem Solving and Decision Making	3	<ul style="list-style-type: none"> • Crisis Management Training • Problem-Solving Skills
2	Crisis Management Skills	3	<ul style="list-style-type: none"> • Crisis Management Training • Problem-Solving Skills
3	Dispute Resolution	3	<ul style="list-style-type: none"> • Crisis Management Training • Problem-Solving Skills
4	Advanced Presentation	3	<ul style="list-style-type: none"> • Communication Skills • Presentation Training

	Soft Skills	Competency Level	Recommended Training
5	Internal Communication Platform Implementation	3	<ul style="list-style-type: none"> Communication Skills Presentation Training
6	Establish Public Relations Strategies	3	<ul style="list-style-type: none"> Communication Skills Presentation Training
7	Manage Customer Experience	2	<ul style="list-style-type: none"> Service Excellence Guest Services
8	Manage Customer Concerns and Feedback	3	<ul style="list-style-type: none"> Service Excellence Guest Services
9	Manage the Service Brand	3	<ul style="list-style-type: none"> Service Excellence Guest Services
10	Analyse Hospitality Data	2	<ul style="list-style-type: none"> Hospital Industry Analytics Skills Presentation Training Management and Leadership
11	Lead Development of Business Strategies and Governance Management	3	<ul style="list-style-type: none"> Hospital Industry Analytics Skills Presentation Training Management and Leadership
12	Plan, Conduct and Evaluate Orientation Training	3	<ul style="list-style-type: none"> Hospital Industry Analytics Skills Presentation Training Management and Leadership
13	Supervise, Motivate, and Empower Staff	3	<ul style="list-style-type: none"> Hospital Industry Analytics Skills Presentation Training Management and Leadership
14	Foster Team Adaptability	3	<ul style="list-style-type: none"> Hospital Industry Analytics Skills Presentation Training Management and Leadership
15	Stress Management and Resilience	3	<ul style="list-style-type: none"> Hospital Industry Analytics Skills Presentation Training Management and Leadership
16	Facilitate Innovation and Lead Team Leaders to Implement Change	3	<ul style="list-style-type: none"> Hospital Industry Analytics Skills Presentation Training Management and Leadership
17	Develop and Oversee Public Relations Strategies	3	<ul style="list-style-type: none"> Hospitality Industry Marketing Communication and Public Relations Training
18	Develop Digital Strategies	3	<ul style="list-style-type: none"> Hospitality Industry Marketing Communication and Public Relations Training
19	Manage Loss / Risk Prevention	3	<ul style="list-style-type: none"> Risk Management
20	Develop Domestic Sales Operational Plans	3	<ul style="list-style-type: none"> Strategic Planning and Management Market Analysis and Research Training

Soft Skills**Competency Level****Recommended Training**

21	Develop International Sales Operational Plans	3	<ul style="list-style-type: none"> Strategic Planning and Management Market Analysis and Research Training
22	Develop Social Media Strategies	3	<ul style="list-style-type: none"> Strategic Planning and Management Market Analysis and Research Training
23	Manage Hotel Sales	3	<ul style="list-style-type: none"> Strategic Planning and Management Market Analysis and Research Training

Technical Skills**Competency Level****Recommended Training**

1	Sales Strategy and Planning	3	<ul style="list-style-type: none"> Sales Strategy Workshops and Seminars Professional Sales Associations Business Strategy Courses Sales Leadership and Management Programmes Internal Training and Company Resources
2	Sales Forecasting and Analytics	2	<ul style="list-style-type: none"> Sales Analytics Tools Workshops Professional Associations and Conferences Advanced Excel and Spreadsheet Training Online Resources and Blogs Business Intelligence (BI) Tools Training Data Literacy Courses Networking and Knowledge Training
3	CRM and Sales Automation Tools	3	<ul style="list-style-type: none"> Online Courses and Platforms Certification Programmes Webinars and Video Training On-The-Job Training and Implementation Customisation and Integration Training
4	Sales Process Optimisation	2	<ul style="list-style-type: none"> Business Process Management (BPM) Courses Sales Process Mapping Workshops Continuous Improvement and Kaizen Training Project Management Training Sales Training and Leadership Programmes Technology Integration Workshops Data Analysis and Performance Metrics Training Cross-Functional Collaboration Training Internal Training and Workshops

	Technical Skills	Competency Level	Recommended Training
5	Market and Industry Knowledge	3	<ul style="list-style-type: none"> • Industry Conferences and Workshops • Industry Publications and Journals • Market Research Reports • Networking and Industry Associations • Mentorship and Expert Interviews • Online Research and News • Self-Directed Research Projects
6	Product and Service Knowledge	2	<ul style="list-style-type: none"> • Internal Training and Onboarding • Product Documentation and Manuals • Shadowing and Cross-Functional Collaboration
7	Negotiation and Deal Closing	2	<ul style="list-style-type: none"> • Formal Negotiation Courses • Sales Training Programmes • Seminars and Workshops • Role-Playing Exercises • Feedback and Self-Assessment • Communication and Persuasion Skills Training • Cultural Sensitivity and Diversity Training • Conflict Resolution Training • Networking and Learning from Experts
8	Presentation and Communication	2	<ul style="list-style-type: none"> • Public Speaking Courses • Communication Workshops • Presentation Skills Training • Visual Communication Skills • Cross-Cultural Communication Training • Virtual Communication Skills
9	Data-Driven Decision Making	3	<ul style="list-style-type: none"> • Data Analysis Courses • Statistics and Probability Training • Excel and Data Visualisation Courses • Data Analytics Tools Training • Machine Learning and AI Concepts (Optional) • Case Studies and Practical Projects • Business Intelligence (BI) Tools Training • Data Ethics and Privacy Training • Critical Thinking and Problem-Solving Skills • Decision Analysis Techniques • Econometrics and Forecasting Training • Continuous Learning and Keeping Up to Date • Business Acumen Training • Networking and Collaboration • Communication Skills • Leadership and Change Management Training

	Technical Skills	Competency Level	Recommended Training
10	Sales Training and Coaching	3	<ul style="list-style-type: none"> Sales Training Workshops Sales Methodology Courses Communication and Persuasion Skills Training Negotiation and Objection Handling Training Sales Technology Training Time Management and Prioritisation Skills
		2	<ul style="list-style-type: none"> Continuous Feedback and Coaching Sales Analytics and Metrics Training Account Management and Customer Relationship Training Cultural Sensitivity and Cross-Cultural Communication
		2	<ul style="list-style-type: none"> Emotional Intelligence and Relationship Building Leadership and Motivation Training Networking and Professional Development Certifications and Professional Programmes Feedback Loop and Continuous Improvement
11	Strategic Account Management	2	<ul style="list-style-type: none"> Strategic Account Management Workshops Account Planning and Strategy Courses Key Account Management Frameworks Cross-Selling and Upselling Training Customer Success and Account Retention Strategies Account Analytics and Data-Driven Insights
12	Financial Literacy	3	<ul style="list-style-type: none"> Online Personal Finance Courses Basic Accounting and Finance Courses Investment Education and Training Budgeting and Money Management Tools Government Resources Financial Literacy Apps Economic and Financial Literacy Credit Management and Debt Reduction Courses Understanding Taxation Practice and Application
13	Cross-Functional Collaboration		<ul style="list-style-type: none"> Interpersonal Skills Workshops Cross-Functional Team Building Workshops Conflict Resolution and Problem-Solving Training Effective Communication Training Cultural Sensitivity and Diversity Training

Technical Skills	Competency Level	Recommended Training
		<ul style="list-style-type: none"> • Project Management Training • Leadership and Influence Skills • Cross-Functional Problem-Solving Workshops • Stakeholder Management Training • Collaboration Tools and Technology Training • Understanding Other Functions • Innovation and Creativity Training • Cross-Functional Mentoring and Shadowing • Networking and Relationship Building • Cross-Functional Leadership Programmes • Experiential Learning • Regular Cross-Functional Meetings
14 Performance Evaluation	3	<ul style="list-style-type: none"> • Performance Management Workshops • Feedback and Communication Skills Training • Coaching and Mentoring Programmes • Conflict Resolution and Difficult Conversations Training • Goal-Setting and SMART Objectives Training • Understanding KPIs • Appraisal Systems and Tools Training • Legal and Ethical Considerations • 360-Degree Feedback Training • Data-Driven Evaluation Training • Cultural Sensitivity and Bias Mitigation Training • Time Management and Organisation Skills • Self-Assessment and Reflection • Coaching and Leadership Development Programmes • Continuous Learning and Adaptation • Managerial Psychology and Behaviour Training • Feedback Loop and Improvement • Train-The-Trainer Programmes
15 Technology Adoption	2	<ul style="list-style-type: none"> • Change Management Courses • Technology Adoption Workshops • Project Management Training • Communication and Stakeholder Management Skills • Leadership and Influencing Skills • Technology Adoption Frameworks • Technology Assessment and Fit Analysis • Vendor Management and Negotiation Skills

	Technical Skills	Competency Level	Recommended Training
			<ul style="list-style-type: none"> • Vendor Management and Negotiation Skills • Data Security and Privacy Training • Metrics and Measurement Training • Risk Management and Mitigation Training • Continuous Learning and Tech Trends • Technical Familiarity • Inclusive Training and Support
16	Sales Reporting	3	<ul style="list-style-type: none"> • Data Analysis Courses • Microsoft Excel and Google Sheets Training • Sales Analytics Tools Training • Data Visualisation Courses • KPI Training • Basic Accounting and Finance Knowledge • Sales Metrics and Performance Measurement • Business Intelligence (BI) Training • Data Integrity and Quality Assurance • SQL Training (Optional) • Advanced Excel Functions (Optional) • Custom Reporting Tools (CRM) • Communication and Presentation Skills • Time Management and Prioritisation • Continuous Learning and Tech Trends • Feedback and Iteration
17	e-Commerce and Digital Sales	2	<ul style="list-style-type: none"> • e-Commerce Strategy Courses • Digital Marketing Courses • e-Commerce Platforms Training • Digital Sales Techniques • CRM Training • Social Media Marketing and Advertising Training
18	Online Travel Agents	2	<ul style="list-style-type: none"> • Hotel and Accommodation Booking Training • Customer Service and Communication Skills • Online Booking Platforms Training • e-Commerce and Online Marketing Training

Director of Sales & Marketing or Revenue

Level: 8

Job Description

- Responsible for overseeing the development and implementation of sales and marketing strategies to drive revenue growth and maximise market share for the hotel.
- Responsible for leading a team of sales and marketing professionals, including setting sales targets, developing marketing campaigns, building client relationships, and monitoring market trends.
- Responsible for achieving business objectives and enhancing the hotel's brand reputation.

Roles & Responsibilities

a. Sales Strategy and Planning

- To achieve revenue targets and business objectives by developing and implementing sales strategies and plans.
- To identify opportunities, trends, and customer needs by conducting market research and analysis.
- To monitor sales performance and respond to changing circumstances by setting sales targets and adjusting strategies as needed.
- To foster connections and collaborations by establishing and maintaining relationships with key clients, partners, and industry stakeholders.

b. Marketing Strategy and Campaigns

- To promote products or services, enhance brand visibility, and develop and execute comprehensive marketing strategies and campaigns.
- To tailor marketing messages and channels accordingly and identify target markets and customer segments.
- To ensure a cohesive marketing approach and oversee the creation of marketing collaterals, digital content, advertising materials, and promotional activities.
- To achieve optimal results and monitor marketing campaign effectiveness and return on investment (ROI), adjusting and optimising as required.

c. Team Leadership and Management

- To ensure a high-performing team by leading and managing the sales and marketing team, providing guidance, support, and performance feedback.
- To build a skilled and effective team by recruiting, training, and developing sales and marketing professionals.
- To gauge and improve departmental performance by setting goals, establishing KPIs, and conducting performance evaluations.
- To cultivate a positive and collaborative work environment by encouraging teamwork and professional growth among the sales and marketing team.

Roles & Responsibilities

d. Business Development and Relationship Management

- To drive business growth by identifying and pursuing new business opportunities, partnerships, and strategic alliances.
- To strengthen market presence by cultivating and maintaining relationships with key clients, industry influencers, and decision-makers.
- To enhance visibility and expand network by attending industry events, conferences, and trade shows, promoting the hotel and building a network of contacts.
- To align business objectives by collaborating with cross-functional teams such as product development and operations, ensuring synergy between sales and marketing strategies.

e. Market Analysis and Competitor Intelligence

- To stay informed and proactive by regularly monitoring market trends, competitive landscapes, and industry development.
- To refine targeting strategies by conducting market analysis and customer segmentation, identifying target markets and emerging opportunities.
- To stay current and innovative by keeping abreast of industry best practices and incorporate cutting-edge sales and marketing techniques.
- To enhance decision-making by utilising data and analytics, making informed recommendations based on the latest insights.

f. Budgeting and Performance Analysis

- To ensure efficient resource allocation by developing and managing the sales and marketing budget and focusing on cost-effective strategies.
- To provide insights to senior management, monitor and analyse sales and marketing performance metrics, and generate reports on key indicators.
- To enhance overall efficiency and implement strategies to optimise sales and marketing return on investment (ROI) and cost-effectiveness.
- To maintain financial transparency by collaborating with the finance department to track revenue, expenses, and forecasting in the sales and marketing domain.

Pre-Requisites

- Proven experience in sales (typically 8+ years) and a track record of meeting and exceeding sales goals.
- Strong leadership and team management skills with the ability to inspire and motivate the sales team.
- Strategic mindset and capability of developing and implementing sales strategies to meet business objectives.

	Soft Skills	Competency Level	Recommended Training
1	Direct Crisis Management	3	<ul style="list-style-type: none"> Crisis Management Training Negotiation Skills Training
2	Provide Leadership During Crisis	3	<ul style="list-style-type: none"> Crisis Management Training Negotiation Skills Training
3	Direct Negotiation Policy and Develop Negotiation Limits	4	<ul style="list-style-type: none"> Crisis Management Training Negotiation Skills Training
4	Facilitate Innovation and Lead Managers to Manage Change	3	<ul style="list-style-type: none"> Crisis Management Training Negotiation Skills Training
5	Develop and Establish Financial Budget and Plans	3	<ul style="list-style-type: none"> Finance for Non-Finance Personnel
6	Design Performance-Based Incentive System	3	<ul style="list-style-type: none"> Finance for Non-Finance Personnel
7	Advanced Presentation	3	<ul style="list-style-type: none"> Communication Skills Training Presentation Skills Training
8	Analyse and Recommend Best Practices and Technology in Hospitality	3	<ul style="list-style-type: none"> Communication Skills Training Presentation Skills Training
9	Drive Branding and Communication for Service Excellence	3	<ul style="list-style-type: none"> Account Management and Client Retention Negotiating and Overcoming Objections
10	Drive Service Quality and Customer Satisfaction	3	<ul style="list-style-type: none"> Account Management and Client Retention Negotiating and Overcoming Objections
11	Manage Innovation in the Business Function	3	<ul style="list-style-type: none"> Account Management and Client Retention Negotiating and Overcoming Objections
12	Innovate the Customer Experience	3	<ul style="list-style-type: none"> Account Management and Client Retention Negotiating and Overcoming Objections
13	Leveraging Digital Disruption in Hospitality	4	<ul style="list-style-type: none"> Advanced Digital Marketing Strategy
14	Facilitate Innovation Process Within the Organisation	3	<ul style="list-style-type: none"> Property Management System (PMS) Related Training Project Management
15	Champion Service Innovation	2	<ul style="list-style-type: none"> Property Management System (PMS) Related Training Project Management

	Soft Skills	Competency Level	Recommended Training
16	Develop and Establish a Knowledge Management System	2	<ul style="list-style-type: none"> Property Management System (PMS) Related Training Project Management
17	Develop Strategies for Talent Management	3	<ul style="list-style-type: none"> Management and Leadership in the Hospitality Industry
18	Self-Leadership Development	3	<ul style="list-style-type: none"> Management and Leadership in the Hospitality Industry
19	Establish Organisational Relationships and Lead Organisational Diversity	3	<ul style="list-style-type: none"> Management and Leadership in the Hospitality Industry
20	Strategic Workforce for Service Excellence	3	<ul style="list-style-type: none"> Management and Leadership in the Hospitality Industry
21	Handle Total Revenue Management	4	<ul style="list-style-type: none"> Revenue Management Hotel Industry Analytics Skills
22	Direct Organisational Sales and Marketing Strategies and Business Targets	4	<ul style="list-style-type: none"> Advanced Marketing OTA's Management
23	Evaluate Sales and Marketing Outcomes	4	<ul style="list-style-type: none"> Advanced Marketing OTA's Management
24	Manage Loss / Risk Prevention	4	<ul style="list-style-type: none"> Risk Management

	Technical Skills	Competency Level	Recommended Training
1	Sales Strategy and Planning	4	<ul style="list-style-type: none"> Sales Strategy Workshops and Seminars Online Courses on Strategy and Planning (LinkedIn Learning) Professional Sales Associations Business Strategy Courses Sales Leadership and Management Programmes Internal Training and Company Resources
2	Sales Forecasting and Analytics	4	<ul style="list-style-type: none"> Sales Analytics Tools Workshops Professional Associations and Conferences Advanced Excel and Spreadsheet Training Online Resources and Blogs Business Intelligence (BI) Tools Training Data Literacy Courses Networking and Knowledge Training

	Technical Skills	Competency Level	Recommended Training
3	CRM and Sales Automation Tools	3	<ul style="list-style-type: none"> • Online Courses and Platforms • Certification Programmes • Webinars and Video Training • On-The-Job Training and Implementation • Customisation and Integration Training
4	Sales Process Optimisation	4	<ul style="list-style-type: none"> • Business Process Management (BPM) Courses • Sales Process Mapping Workshops • Continuous Improvement and Kaizen Training • Project Management Training • Sales Training and Leadership Programmes • Technology Integration Workshops • Data Analysis and Performance Metrics Training • Cross-Functional Collaboration Training • Internal Training and Workshops
5	Market and Industry Knowledge	4	<ul style="list-style-type: none"> • Industry Conferences and Workshops • Industry Publications and Journals • Market Research Reports • Networking and Industry Associations • Mentorship and Expert Interviews • Online Research and News • Self-Directed Research Projects
6	Product and Service Knowledge	4	<ul style="list-style-type: none"> • Internal Training and Onboarding • Product Documentation and Manuals • Hands-On Experience • Shadowing and Cross-Functional Collaboration • Customer Feedback Analysis • Competitor Analysis • Sales Training and Role-Playing
7	Negotiation and Deal Closing	4	<ul style="list-style-type: none"> • Formal Negotiation Courses • Sales Training Programmes • Seminars and Workshops • Role-Playing Exercises • Feedback and Self-Assessment • Communication and Persuasion Skills Training • Cultural Sensitivity and Diversity Training • Conflict Resolution Training • Networking and Learning from Experts

	Technical Skills	Competency Level	Recommended Training
8	Presentation and Communication	4	<ul style="list-style-type: none"> Public Speaking Courses Communication Workshops Storytelling Training Presentation Skills Training Media Training (for Media Interactions) Visual Communication Skills Conflict Resolution and Difficult Conversations Training Cross-Cultural Communication Training Virtual Communication Skills Self-Confidence and Mindset Training
9	Data-Driven Decision Making	4	<ul style="list-style-type: none"> Data Analysis Courses Statistics and Probability Training Excel and Data Visualisation Courses Data Analytics Tools Training Machine Learning and AI Concepts (Optional) Case Studies and Practical Projects Business Intelligence (BI) Tools Training Data Ethics and Privacy Training Critical Thinking and Problem-Solving Skills Decision Analysis Techniques Econometrics and Forecasting Training Continuous Learning and Keeping Up to Date Business Acumen Training Networking and Collaboration Communication Skills Leadership and Change Management Training
10	Sales Training and Coaching	4	<ul style="list-style-type: none"> Sales Training Workshops Sales Methodology Courses Role-Playing Exercises Communication and Persuasion Skills Training Negotiation and Objection Handling Training Sales Technology Training Time Management and Prioritisation Skills Continuous Feedback and Coaching Sales Analytics and Metrics Training Account Management and Customer Relationship Training Cultural Sensitivity and Cross-Cultural Communication

	Technical Skills	Competency Level	Recommended Training
			<ul style="list-style-type: none"> • Emotional Intelligence and Relationship Building • Leadership and Motivation Training • Networking and Professional Development • Certifications and Professional Programmes • Feedback Loop and Continuous Improvement
11	Strategic Account Management	3	<ul style="list-style-type: none"> • Strategic Account Management Workshops • Account Planning and Strategy Courses • Key Account Management Frameworks • Negotiation and Relationship Building Training • Strategic Communication Skills • Cross-Selling and Upselling Training • Customer Success and Account Retention Strategies • Account Analytics and Data-Driven Insights • Stakeholder Management Training • Cultural Sensitivity and Diversity Training • Change Management and Leadership Skills • Strategic Problem-Solving and Consultative Selling • Networking and Industry Knowledge • Advanced Relationship Management • Certifications and Professional Programmes
12	Financial Literacy	4	<ul style="list-style-type: none"> • Personal Finance Workshops • Online Personal Finance Courses • Basic Accounting and Finance Courses • Investment Education and Training • Retirement Planning Seminars • Budgeting and Money Management Tools • Financial News and Publications • Government Resources • Financial Literacy Apps • Workplace Financial Wellness Programmes • Consulting Financial Advisors • Economic and Financial Literacy • Credit Management and Debt Reduction Courses • Understanding Taxation • Practice and Application

	Technical Skills	Competency Level	Recommended Training
13	Cross-Functional Collaboration	3	<ul style="list-style-type: none"> • Interpersonal Skills Workshops • Cross-Functional Team Building Workshops • Conflict Resolution and Problem-Solving Training • Effective Communication Training • Cultural Sensitivity and Diversity Training • Project Management Training • Leadership and Influence Skills • Cross-Functional Problem-Solving Workshops • Stakeholder Management Training • Collaboration Tools and Technology Training • Understanding Other Functions • Innovation and Creativity Training • Cross-Functional Mentoring and Shadowing • Networking and Relationship Building • Cross-Functional Leadership Programmes • Experiential Learning • Regular Cross-Functional Meeting
14	Performance Evaluation	3	<ul style="list-style-type: none"> • Performance Management Workshops • Feedback and Communication Skills Training • Coaching and Mentoring Programmes • Conflict Resolution and Difficult Conversations Training • Goal-Setting and SMART Objectives Training • Understanding KPIs • Appraisal Systems and Tools Training • Legal and Ethical Considerations • 360-Degree Feedback Training • Data-Driven Evaluation Training • Cultural Sensitivity and Bias Mitigation Training • Time Management and Organisation Skills • Self-Assessment and Reflection • Coaching and Leadership Development Programmes • Continuous Learning and Adaptation • Managerial Psychology and Behaviour Training • Feedback Loop and Improvement • Train-The-Trainer Programmes

	Technical Skills	Competency Level	Recommended Training
15	Technology Adoption	3	<ul style="list-style-type: none"> • Change Management Courses • Technology Adoption Workshops • Project Management Training • Communication and Stakeholder Management Skills • Leadership and Influencing Skills • Technology Adoption Frameworks • Technology Assessment and Fit Analysis • Vendor Management and Negotiation Skills • Data Security and Privacy Training • Metrics and Measurement Training • Risk Management and Mitigation Training • Continuous Learning and Tech Trends • Technical Familiarity • Inclusive Training and Support
16	Sales and Reporting	4	<ul style="list-style-type: none"> • Data Analysis Courses • Microsoft Excel and Google Sheets Training • Sales Analytics Tools Training • Data Visualisation Courses • KPI Training • Basic Accounting and Finance Knowledge • Sales Metrics and Performance Measurement • Business Intelligence (BI) Training • Data Integrity and Quality Assurance • SQL Training (Optional) • Advanced Excel Functions (Optional) • Custom Reporting Tools (CRM) • Communication and Presentation Skills • Time Management and Prioritisation • Continuous Learning and Tech Trends • Feedback and Iteration
17	e-Commerce and Digital Sales	3	<ul style="list-style-type: none"> • e-Commerce Strategy Courses • Digital Marketing Courses • e-Commerce Platforms Training • Digital Sales Techniques • CRM Training • Social Media Marketing and Advertising Training
18	Online Travel Agents	3	<ul style="list-style-type: none"> • Hotel and Accommodation Booking Training • Customer Service and Communication Skills • Online Booking Platforms Training • e-Commerce and Online Marketing Training

General Manager

Level: 8

Job Description

- Responsible for setting the hotel's vision, mission, and strategic priorities.
- Responsible for leading the management team in effectively managing different areas of the property to enhance guest experiences and maintain the brand image.
- Responsible for developing strategic relationships, overseeing property enhancements, and advocating for the hotel's interests.
- Responsible for promoting a culture of innovation and continuous improvement, overseeing risk and financial management, and representing the organisation as a board member.
- Responsible for fostering a committed workforce, endorsing human resource strategies, handling disciplinary issues, and excelling in communication and leadership.
- Responsible for leveraging strong financial acumen and critical thinking skills to make strategic decisions and solve problems in a fast-paced environment.
- Responsible to be frequently active throughout the property.

Roles & Responsibilities

- To support senior managers and executives with scheduling, meetings, and task prioritisation.
- To facilitate effective communication between executives and stakeholders by managing calls, emails, and messages.
- To coordinate meetings, conferences, and appointments for the executive team.
- To assist in managing projects and initiatives led by the executive team, and coordinate activities, track progress, and collaborate with cross-functional teams.
- To analyse and summarise data for reports, presentations, and dashboards, and provide insights and recommendations based on data analysis to support decision-making.
- To cultivate and maintain positive relationships with internal and external stakeholders, acting as a professional liaison between executives and stakeholders.
- To handle sensitive information professionally and discreetly, ensuring compliance with data protection and privacy regulations.
- To assist in budget planning, monitoring, and financial analysis, and collaborate closely with the finance department for budget management, invoicing, expense tracking, and financial reporting.
- To identify opportunities for process improvement and operational efficiency within the executive team's workflows by streamlining administrative processes, implement best practices, and leverage technology tools for increased productivity.
- To support the executive team in managing activities across departments, collaborating with administrative staff, and providing leadership to ensure smooth team operations.

Pre-Requisites

- A Bachelor's Degree in Business Administration, Management, or any related fields is typically required. Some organisations may prefer candidates with a Master's Degree in Business Administration (MBA) or a similar advanced degree.
- General Manager Positions require previous managerial experience, including team management, operations oversight, and strategic decision-making, as employers seek candidates with extensive experience.

Soft Skills

Competency Level

Recommended Training

1	Global Mindset	4	• Global Mindset Programme
2	Leadership	4	• Leadership Development Training
3	Transdisciplinary Thinking	4	• Transdisciplinary Thinking Course
4	Decision Making	4	• Decision-Making Course
5	Interpersonal Skills	4	• Advance Interpersonal Training

Technical Skills

Competency Level

Recommended Training

1	Budgeting	4	• Advanced Budgeting Techniques and Financial Analysis
2	Business Continuity Planning and Crisis Management	4	• Advanced Business Continuity and Crisis Management
3	Business Ethics and Values Management	4	• Ethical Decision Making
4	Business Presentation Delivery	4	• Effective Presentation Skills • Public Speaking Skills
5	Business Relationship Building	4	• Building and Maintaining Strong Business Relationships
6	Change Management	4	• Change Leadership
7	Corporate Governance	4	• Corporate Governance Principles & Practices* (ESG Training)
8	Enterprise Risk Management	4	• Advanced Risk Assessment and Management Strategies.
9	Legal Compliance Management	4	• Compliance Frameworks and Risk Mitigation

	Technical Skills	Competency Level	Recommended Training
10	Organisational Relationship Building	4	<ul style="list-style-type: none"> • Teambuilding • Conflict Management • Networking and Relationship Management
11	People and Performance Management	4	<ul style="list-style-type: none"> • Effective Performance Management and Employee Engagement Strategies
12	People Development	4	<ul style="list-style-type: none"> • Talent Development and Succession Planning
13	Productivity Improvement	4	<ul style="list-style-type: none"> • Lean Management and Process Optimisation
14	Service Leadership	4	<ul style="list-style-type: none"> • Leadership Development for Service Excellence
15	Service Information and Result	4	<ul style="list-style-type: none"> • Service Quality Measurement and Analysis Training
16	Service Innovation Culture	4	<ul style="list-style-type: none"> • Fostering a Culture of Innovation in Service Delivery
17	Technology Adoption Innovation	4	<ul style="list-style-type: none"> • Implementing and Managing Technological Innovation
18	Vision Leadership	4	<ul style="list-style-type: none"> • Strategy Planning and Vision Alignment
19	Workplace Safety and Health, Performance Management	4	<ul style="list-style-type: none"> • Enhancing Workplace Safety and Health Performance

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