

Examples of Whitelisted Job Role Prototypes (Non-Exhaustive)

Note:

1. Companies that do not know where to start on their job redesign (JR) journey may refer to the suggested templates below on the possible reskilling of staff in the respective job roles. Companies may customise the Emerging Job Role titles and Key Tasks (Post-JR) to their business needs, as long as minimally 1 bullet point in the Key Tasks (Post-JR) list is fulfilled.
2. Possible Job Roles Before JR and Possible Technology Supporting JR only serve as a reference.
3. All CCP applications will be evaluated on a case-by-case basis. Proposals will be assessed based on the merits of the project and extensiveness of the job(s) that are being redesigned, with technology as a key enabler.

Emerging Retail Job Roles – PMET

Emerging Job Role	Job Function	Key Tasks (Post-JR)	Possible Job Role(s) Before JR	Possible Technology Supporting the JR
Customer Experience Manager Job titles may differ across companies. Some possible job titles are: Customer Service Manager, Customer Success Manager, Customer Relationship Specialist, Customer Solutions Manager	Retail Ops, Data & AI, Branding, Marketing	Drive customer strategies and solutions <ul style="list-style-type: none"> • Collaborate across functions to identify customer expectations and needs across various touchpoints of the customer journey • Define holistic solutions, strategies, goals, metrics and aspirations across customer segments and personas • Collaborate across functions and spearhead integration of cross-functional customer experience and management planning and execution across the full customer journey • Manage internal & external parties to execute ad-hoc projects in the areas of customer experience • Provide guidance to various stakeholders in managing customer solutions by providing timely and effective solutions and query resolutions • Embed effective customer engagement strategies such as hyper-personalisation within touchpoints to ensure seamless and customised experience for each customer 	Customer Service Officer, Sales/Retail Associate, Operations Manager, Merchandiser	<ul style="list-style-type: none"> • Enterprise Resource Planning System • Customer Relationship Management System • Customer Experience Management System • Customer Data Management System • Inventory Management System • Sales Management System • Predictive Analysis • AI-based automation solutions like chatbots • In-store digital payment • IoT-connected devices

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		<ul style="list-style-type: none"> Develop approaches to build the skills and mindsets required to build a customer-centric culture across the organisation <p>Drive data-driven and customer-focused insights</p> <ul style="list-style-type: none"> Conduct analysis using internal or external data to drive understanding of consumer behaviours, demographics and needs Collect voice-of-customer data for strategies and innovation efforts to enhance customer experience Collate and analyse customers feedback on various platforms to generate insights for potential process improvement opportunities Present customer experience insights data to stakeholders across the organisation, using storytelling techniques to create impact and action 		
<p>Digital Marketer</p> <p>Job titles may differ across companies. Some possible job titles are: Social Media Marketer, Digital Marketing Specialist, Livestreaming Marketer,</p>	<p>(Digital) Marketing, Branding, Ecommerce</p>	<p>Drive digital marketing activities</p> <ul style="list-style-type: none"> Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media, and display advertising campaigns across different target segments Coordinate marketing activities across various channels to design and implement a digital marketing strategy that positively impacts growth throughout customer acquisition and nurturing Create social media marketing strategy and campaign by developing content, planning budget, and draw up implementation schedules 	<p>Merchandiser, Retail Supervisor, Retail Manager, Marketing Manager, Brand Specialist</p>	<ul style="list-style-type: none"> Content Management System Ecommerce and social commerce platforms AI-based automation like smart assistants, voice search, chatbots, SEO-friendly copywriting AR/VR MarTech for marketing automation & smart bidding SEO/SEM Social media marketing & management Livestreaming

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Ecommerce Manager, UI/UX Manager		<ul style="list-style-type: none"> • Optimise content for website and social networking channels such as Facebook, Twitter, Instagram, LinkedIn, Tiktok • Identify new and creative digital marketing growth strategies • Spearhead collaboration and partnerships with key stakeholders for implementation and outreach of marketing campaigns <p>Measure and manage performance</p> <ul style="list-style-type: none"> • Measure performance of digital marketing campaigns to create reports on impact and findings • Analyse results of launched initiatives to drive improvements through scalable, efficient new processes to optimise resources and results • Evaluate emerging technologies and thought leadership to identify areas of improvement <p>Support UX design and drive UI/UX strategies</p> <ul style="list-style-type: none"> • Conduct studies or research into shoppers' behaviour across target segments • Collaborate with stakeholders to incorporate brand identity into user experience • Support design optimisation of user journeys, development of site maps and construction of wireframes • Analyse user feedback to enhance user experience • Develop metrics to measure customer satisfaction and loyalty across various touchpoints 		<ul style="list-style-type: none"> • Wireframe tools • UX design tools

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		<ul style="list-style-type: none"> • Provide the iterative development of user tasks, interaction, and interfaces to meet user requirements, considering the whole user experience • Refine user-centric design solutions • Develop strategies to improve effectiveness of communication to the designer community at IT services and business IT teams 		
<p>Customer Intelligence Analyst</p> <p>Job titles may differ across companies. Some possible job titles are: Data Analyst, Business Analyst, Strategic Insights Analyst, Retail Performance Analyst</p>	<p>Data & AI, Ecommerce, Retail Ops</p>	<p>Conduct data and customer analysis</p> <ul style="list-style-type: none"> • Determine a company’s position in marketplace by researching and analysing its competitive landscape, price, sales and marketing mix • Analyse large, complex data sets on sales revenue and cost to address strategic and operational business needs • Interpret data to distil meaningful insights, propose recommendations for decision making, and develop strategies and action plans • Coordinate and work with departments, using data to drive continuous improvement in their products <p>Generate Customer Insights</p> <ul style="list-style-type: none"> • Produce financial and market intelligence by querying data repositories and generating periodic reports • Perform daily forecasting, monitor e-commerce platform operations, generate operation analysis reports, provide recommendations to various departments to optimise performance. 	<p>Store Manager, Operations Manager, Marketing Manager</p>	<ul style="list-style-type: none"> • Predictive Analysis • NoSQL Databases • Knowledge Discovery Tools • Stream Analytics to filter, aggregate and analyse big data • Data Virtualization • Data Visualisation • Data Integration • Data Preparation & Data Quality tools to automate data cleaning

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		<ul style="list-style-type: none"> Integrate and prepare datasets, organising data to a format that can be analysed and managed Build and evaluate data models using statistical, algorithmic, mining, and visualisation for data discovery and analysis 		
Omni-Channel Manager	Retail Ops, Marketing, Ecommerce,	<p>Drive omni-channel strategies</p> <ul style="list-style-type: none"> Develop O2O (Online-to-Offline) strategy and roadmap based on analysis of customer's interactions and behaviours on online and physical stores Implement and integrate of omni-channel strategies to enhance customer experience Develop and lead projects to drive business towards full omni-channel capabilities Select and implement innovative solutions that increase efficiencies and customer experience across various channels Identify dependencies for solution or product design across functions Develop meaningful customer engagement metrics to measure progress and impact Standardise consistency of customer experiences across various engagement and sales platform <p>Execute omni-channel strategies</p> <ul style="list-style-type: none"> Partner with various stakeholders to implement omni-channel solutions Communicate relevant metrics to measure success of campaigns and identify opportunities to optimise performance 	Digital Marketer, Digital Specialist, Store Manager, Retail Supervisor, Brand Specialist	<ul style="list-style-type: none"> Ecommerce and social commerce platforms IoT-connected devices In-store digital payment AI-based automation like smart assistants, voice search, chatbots AR/VR Customer Relationship Management System Customer Data Management Inventory Management System

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<p>Brand Specialist</p> <p>Job titles may differ across companies. Some possible job titles are: Brand Manager, Brand Executive</p>	<p>Branding, Marketing, Merchandising</p>	<p>Analyse, strategize, execute omni-channel plans to drive sales profitability through:</p> <ul style="list-style-type: none"> Identify the company's current customer journey, determine factors and gaps that impact the current customer experience and provide recommendations on how to enhance O2O customer experience for a unique consumer experience Align processes across different business channels to enhance cost savings and profitability. <p>Create O2O Product strategy by analysing profit performance of merchandise and evaluating trends to develop the right merchandise mix, taking into consideration merchandise budgets and sales targets.</p> <ul style="list-style-type: none"> Review current product categories across business channels and identify current gaps in meeting customer needs. Review and recommend an O2O merchandise strategy to drive sales and profit margin for the business. Identify new products/ranges/category opportunities to drive the O2O business to improve sale of products for online and offline channels. <p>Formulate a media engagement campaign to achieve sales and marketing objectives through understanding trends, competition, and sales planning.</p> <ul style="list-style-type: none"> Review current e-market engagements, evaluate potential social media marketing 	<p>Retail Supervisor, Store Manager, Operations Manager</p>	<ul style="list-style-type: none"> Content Management System Ecommerce and social commerce platforms IoT-connected devices In-store digital payment AI-based automation like smart assistants, voice search, chatbots Customer Relationship Management System Customer Data Management Inventory Management System MarTech for marketing automation & smart bidding SEO/SEM Social media marketing & management Livestreaming

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		<p>opportunities, and seek new ways of utilizing social media channels.</p> <ul style="list-style-type: none"> • Formulate a social media content calendar to plan media posting schedule and determine the right content mix for each social media platform. • Create content and develop strategies to promote merchandise and enhance digital and social commerce engagement to drive sales across O2O channels. • Create, plan and execute a livestreaming sales event for the business to engage current customers, grow fan base, and increase brand awareness. 		
<p>Ecommerce Specialist</p> <p>Job titles may differ across companies. Some possible job titles are: Ecommerce Manager, Digital Sales Executive</p>	<p>Ecommerce, Branding, Marketing, Retail Ops</p>	<p>Analyse and review current ecommerce operations and product categories and create a strategy aimed at driving sales profitability.</p> <ul style="list-style-type: none"> • Identify tactical sales strategy for the various sales channels through analysing sales performance data, provide feedback to the merchandising team and formulate a sales and promotion plan for the various platforms. • Evaluate and recommend new marketplaces to help grow the ecommerce business. • Design an online customer loyalty and retention plan by utilizing tools available such as coupons for repeat orders, member exclusive offers etc. • Review CMS platform that business is currently using/planning to use for its own website and provide an evaluation of the functions and features of the website. 	<p>Retail Supervisor, Store Manager, Operations Executive, Brand Manager</p>	<ul style="list-style-type: none"> • Content Management System • Ecommerce and social commerce platforms • AI-based automation like smart assistants, voice search, chatbots • Customer Relationship Management System • Customer Data Management • Inventory Management System • MarTech for marketing automation & smart bidding • Social media marketing & management • Livestreaming

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		<p>Review the company’s online customer journey and leverage on data analytics to develop insights and strategies to enhance customer experience.</p> <ul style="list-style-type: none"> • Leverage on customer data to define online customer personas and customize a personalized shopping experience (e.g., promotions, special offers, product offerings) • Identify effective visual storytelling techniques, set the visual direction and navigation pathway to create a strong brand presence across different online channels. • Assess online reviews/ feedback or use online surveys to better understanding customers' needs and wants. <p>To work with marketing/merchandising team to review e-market engagements and develop strategies to enhance digital and social commerce engagement, as well as content creation.</p> <ul style="list-style-type: none"> • Identify, evaluate, and implement social media platforms to develop a marketing plan to optimise the branding, public relations, sales, and marketing of the business. • Create, plan, execute a livestreaming sales event together with the marketing and/or merchandising team for the business to engage current customers, grow fan base, and increase brand awareness. • Provide data from past events for marketing/merchandising team to design/plan pre/actual/post live-streaming event follow-up. 		

Emerging Retail Job Roles – RnF

Note: Key tasks for RnF and PMET workers may be similar, with difference in scale and level of responsibility. For instance, a Customer Experience Manager may be required to develop strategies and drive collaborations for business success whereas a Customer Experience Ambassador may take on more operational and hands-on tasks, e.g., utilise available technologies to enhance engagement and build relationships.

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<p>Customer Experience Ambassadors</p> <p>Job titles may differ across companies. Some possible job titles are: Retail/Sales Ambassadors, Customer Service Ambassadors, Customer Experience Associate, Customer Engagement Associates</p>	<p>Retail Ops, Branding</p>	<p>Enhance customer engagement</p> <ul style="list-style-type: none"> • Leverage available organisational resources when engaging with customers on various platforms to provide personalised services and improve overall customer experience (e.g., using inventory management system to check products and availabilities) • Understand different customer profiles and needs to strategically enhance engagement to build relationships and brand loyalty • Keep updated with the company's online and offline promotions and activities to facilitate seamless omni-channel transactions • Develop general understanding of sectoral competition by keeping abreast of latest retail trends and competitor's promotions • Provide suggestions on promotions and merchandising based on insights drawn from customer engagement • Recommend appropriate products & services based on understanding customer's specific needs to deliver personalised customer experience and maximise sales • Apply web-based communication tools for efficient communication with team members to gather information and respond to customers enquires and issues in a timely manner. 	<p>Warehouse Assistant, Merchandising Assistant, Retail Associates, Customer Service Assistants</p>	<ul style="list-style-type: none"> • In-store technologies like mobile/IoT-enabled POS, cashierless checkout, contactless payment, smart mirror, virtual fitting rooms, AR/VR • Livestreaming • Integrated loyalty programme • Ecommerce and social commerce platforms • Customer Relationship Management System • Customer Experience Management System • Customer Data Management • Inventory Management System

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		<ul style="list-style-type: none"> • Support ecommerce fulfilment, e.g. packing of merchandise for self-pickup in stores, leveraging such opportunities to build relationships and customer loyalty <p>Support O2O conversion & vice versa</p> <ul style="list-style-type: none"> • Drive physical in-store traffic to organisation's online/ecommerce platforms to collect data for customer behavioural analysis • Share relevant instore promotions and activities with online customers to drive footfall to physical stores 		