

## Novel Foods Technical Services Manager

**ESTIMATED TIME HORIZON:**  
Medium-term\*[Contents](#)  
[Section Top](#)**Trends impacting this role**

- Emerging food technology
- Changing customer preferences

**Other considerations**

- Companies producing novel foods such as alternative proteins and who are approaching other manufacturers or food services establishments to cultivate a customer base will be in need of this role

**Responsibilities of the role**

The Technical Services Manager is responsible for providing technical advice and support to customers on alternative protein, cultivated protein as well as nutraceuticals during and after product sales. The job holder serves as the lead technical contact for customers, and is required to stay abreast of technology and business practices through internal and external technical collaboration in order to propel the incorporation of the organisation's emerging food product into mainstream foods.

**Job Tasks**

- Collaborate with customers' Research & Development teams to provide on-site technical support on matters related to the need for and usage of emerging food products
- Compile and analyse data for product pilots, working with customers to test new products to make recommendations on applications
- Stay up-to-date with latest market trends and consumer preferences and serve as a subject matter expert on the application of emerging food products accordingly
- Organise product information for internal and customer presentations, partnering with sales teams for product demonstrations
- Gather and relay customer feedback to Research & Development, Production, and Business Development teams to assist in any troubleshooting or improvement initiatives required to modify products and strengthen its value proposition to customers

**Technical Skills (TSC) Required**

- Business Environment Analysis
- Business Networking
- Business Relationship Building
- Business Opportunities Development
- Consumer Intelligence Analysis
- Customer Acquisition Management
- Customer Behaviour Analysis
- Customer Service Innovation Management
- Data Analytics
- Emerging Food Technology Application<sup>2</sup>
- Innovation Management
- Market Research
- Novel Food Product Introduction<sup>2</sup>
- Stakeholder Management
- Technology Application

**Critical Core Skills (CCS) Required**

- Adaptability
- Communication
- Customer Orientation
- Influence
- Problem Solving

\*Estimated timeline of demand for emerging job roles (Short-term: Current to 2 years | Medium-term: 2 to 5 years | Long term: Beyond 5 years)

<sup>2</sup>Not existing Technical Skills and Competencies. Highlighted as emerging skill areas and will require further input from industry on knowledge and abilities involved.



Incumbents from the following existing roles within the Food Manufacturing can be reskilled to fulfil this emerging role.

JOB ROLE TO BE RESKILLED AND UPSKILLED	TRANSFERRABLE SKILLS	ADDITIONAL SKILLS TO DEVELOP
<b>1</b>  <b>Market Development Manager</b>  <b>Business Development</b>	<ul style="list-style-type: none"> <li>• Business Environment Analysis</li> <li>• Business Networking</li> <li>• Business Relationship Building</li> <li>• Business Opportunities Development</li> <li>• Consumer Intelligence Analysis</li> <li>• Customer Acquisition Management</li> <li>• Customer Behaviour Analysis</li> <li>• Market Research</li> <li>• Stakeholder Management</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Service Innovation Management</li> <li>• Data Analytics</li> <li>• Innovation Management</li> <li>• Emerging Food Technology Application<sup>2</sup></li> <li>• Novel Food Product Introduction<sup>2</sup></li> <li>• Technology Application</li> </ul>
<b>2</b>  <b>Regional Manager / Export Manager</b>  <b>Business Development</b>	<ul style="list-style-type: none"> <li>• Business Environment Analysis</li> <li>• Business Networking</li> <li>• Business Relationship Building</li> <li>• Business Opportunities Development</li> <li>• Consumer Intelligence Analysis</li> <li>• Customer Acquisition Management</li> <li>• Customer Behaviour Analysis</li> <li>• Market Research</li> <li>• Stakeholder Management</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Service Innovation Management</li> <li>• Data Analytics</li> <li>• Innovation Management</li> <li>• Emerging Food Technology Application<sup>2</sup></li> <li>• Novel Food Product Introduction<sup>2</sup></li> <li>• Technology Application</li> </ul>

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