

# Emerging areas of work

## *Potential emergence of new job roles*

In addition to job stacking, megatrends and technology adoption have also spurred the emergence of **new job roles** in the sector. A significant level of reskilling is required for existing job roles in the sector to take up the following emerging job roles, where specific diplomas/degrees or further studies may be necessary. Companies might also need to hire talent from outside of the sector to fill these roles.



### Customer Retention Specialist

#### Job Description

Execute and improve engagement, retention, and loyalty marketing campaigns or projects to attract and retain customers, boost brand loyalty, and enhance revenue.

#### Key Responsibilities

- Liaise with and gather data across departments (and platforms) to understand and analyse various customer segments.
- Collaborate with FOH to implement retention strategies and gather feedback proactively to measure effectiveness.
- Build and optimise customer journey to drive business outcomes across all stages.