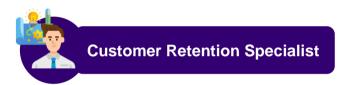
Emerging areas of work

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.



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.