

Emerging areas of work



The Imaginative Curator

Resourceful designers with a passion for people, culture and harmonising the hotel with its precinct

The Imaginative Curator is a socially responsible individual who is highly aware of the impact hotels can have on its local community. He or she is passionate about arts and culture and constantly seeks to better understand local and global traditions. In the hotel, he or she will develop strategies and initiatives to create a more culturally immersive guest experience. He or she will also strive to forge meaningful relationships between guests, hotels, and local businesses and organisations to ensure hotels are a force for good in their community.

The following roles have been identified under this emerging area of work:

Community Partnerships Manager¹

- The Community Partnerships Manager is responsible for developing and maintaining partnerships with local enterprises, organisations and creatives in support of placemaking programmes.
- He/she manages community-led place strategies and coordinates activities and initiatives in and outside of the hotel premises.
- The job holder must be an excellent communicator and highly knowledgeable of the local arts and enterprises scene.

Place Maker¹

- The Place Maker designs and delivers new unique experiences to guests, allowing them to cultivate meaningful relationships with the destination, hotel and surrounding communities.
- He/she will be involved in developing an overall strategy for placemaking, including design and activation of public spaces within and outside of the hotel to build purposeful connections with local communities, hotel guests and employees

Wellness Concierge¹

- The Wellness Concierge is responsible for creating customised programmes based on each guest's dietary preferences, fitness goals and interests. Wellness programmes can include stress management, fitness, nutrition and weight management as well as traditional medicine practices.

Wellness Advocate

- The Wellness Advocate helps guests and employees take an active role in improving their physical, mental and emotional health through their hotel stay. He/she will be responsible for maintaining guest and employee satisfaction, encouraging them to adopt healthier habits.
- This responsibility will be taken on as an additional task by an existing employee within the hotel.

Legend

Generalist

Specialist

¹More information on the job details of the specialist roles can be accessed by clicking on the job title.

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Community Partnerships Manager



Job Description

The Community Partnerships Manager is responsible for building strategic relationships and partnerships with ecosystem players within and beyond the hospitality sector, including local enterprises, communities and creatives. He/she works closely with commercial teams in the hotel to source for new ways of value and revenue creation to match the hotel's growth ambitions. The job holder must be an excellent communicator and highly knowledgeable of the local heritage, culture and arts scene and instrumental in developing deep partnerships with businesses, communities and guests.

Other Considerations

- Hotels looking to explore new modes and sources of partnerships within and beyond the hospitality sector should consider hiring for this role
- Depending on the size of hotel and business needs, this role may be either performed at full-capacity or undertaken by additional employees

Job Tasks

- Source for and evaluate partnerships with local enterprises, designers, food and beverage establishments and artists to design experiences for guests, ensuring that they are aligned with overall brand and business priorities
- Provide partners a platform to showcase their products and talent and cultivate a community spirit between guests, employees and partners
- Partner with Sales and Marketing teams as well as functional heads in the hotel to drive awareness of community partnership projects and initiatives amongst guests and employees
- Structure and negotiate partnership agreements and develop existing and new relationships by ensuring effective communication and support
- Work with Business Development, Sales & Marketing teams and the Place Maker to conceptualise and develop new programmes tailored to different guest segments and demographics

Technical Skills and Competencies (TSC) Required¹

- Business Acumen*
- Business Relationship Building
- Business Negotiation
- Contract Development and Management*
- Events Planning and Management
- Service Innovation
- Stakeholder Management*
- Vendor Management

Critical Core Skills (CCSs) Required¹

- Adaptability
- Collaboration
- Communication
- Global Perspective
- Problem Solving

¹Nomenclature of Technical Skills and Competencies and Critical Core Skills are derived from SkillsFuture Singapore's Skills Framework (SFw). Skills denoted by an asterisk (*) are not available in SFw for Hotel and Accommodation Services (HAS) but available in other SFw. Skills denoted as (NEW) are future skills not currently captured by SFws. Skills not marked are available in SFw for HAS.