

# Emerging areas of work



## The Conscious Creator

Create sustainable concepts and experiences that are at the frontier of sustainability, that also makes business sense

The Conscious Creator is highly aware of the impact hotels have on the environment. Always up-to-date with leading trends, technologies and practices in the sustainability landscape, he or she strives to ensure hotels maximise revenue in an environmentally friendly fashion. In the hotel, he or she will seek to develop the hotel's sustainability roadmap, implement sustainability strategies, policies and initiatives to reduce the hotel's carbon footprint and oversee the tracking and reporting of sustainability indicators.

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

### Sustainability Specialist<sup>1</sup>

- The Sustainability Specialist is responsible for evaluating sustainability standards and developing a sustainability roadmap for the hotel.
- He/she will help hotels drive long-term sustainability goals, improve ESG performance and deliver on sustainability goals.
- The job holder must be familiar with market trends, sustainable practices, sustainability indicators and carbon reporting protocol. He/she must be able to effectively translate sustainability efforts into increased business value and guest satisfaction.

### Sustainability Advocate

- The Sustainability Advocate is responsible for organising and disseminating information pertaining to the hotel's sustainability strategy. He or she will instill sustainable habits in employees.
- He or she will also be the lead advocate for sustainability in the hotel, acting as a change champion when the hotel adopts new sustainability policies or energy-saving technologies, for instance, smart-lighting technology.
- This responsibility will be taken on as an additional task by an existing employee within the hotel.

Legend

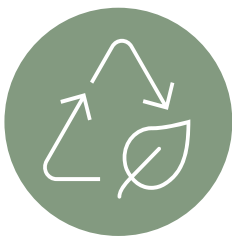
Generalist

Specialist

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

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## Sustainability Specialist



### Job Description

The Sustainability Specialist is responsible for evaluating sustainability standards and developing a sustainability roadmap for the hotel. He/she will help hotels drive long-term sustainability goals, improve ESG performance and deliver on sustainability goals. The job holder must be familiar with market trends, sustainable practices, sustainability indicators and carbon reporting protocol. He/she must be able to effectively translate sustainability efforts into increased business value and guest satisfaction.

### Other Considerations

- Hotels looking to be at the forefront of sustainability in the hotel industry will require this role
- In full-service hotels and/or larger hotels, this role is more likely to be performed at full capacity by a dedicated headcount

### Job Tasks

- Develop and promote overall corporate sustainability goals and direct sustainability initiatives in the hotel
- Evaluate sustainable trends, technologies and best practices and propose innovative solutions and/or energy-saving technologies to ensure hotel's compliance with sustainability standards
- Work with functional heads to educate teams on sustainability practices and strive to achieve key performance indicators
- Work with other departments, including Engineering & Maintenance, Business Development, Sales & Marketing teams to ideate and deliver sustainable initiatives and programmes
- Manage and track corporate sustainability goals and metrics, analyse data and produce regular reports to inform management decision-making

### Technical Skills and Competencies (TSC) Required<sup>1</sup>

- Business Acumen\*
- Carbon Footprint Management\*
- Change Management
- Data Analytics
- Energy Management and Audit\*
- Environmental and Social Governance\*
- Environmental Sustainability Management

### Critical Core Skills (CCSs) Required<sup>1</sup>

- Adaptability
- Communication
- Creative Thinking
- Problem Solving

<sup>1</sup>Nomenclature 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.