


Associate, Employee Experience and Relations


Job Family:
Employee Experience and Relations


Impact level:
High





- The role will support the delivery of talent experience programmes and initiatives to motivate and integrate a diverse workforce.
- Support management of workplace issues to enhance overall talent experience.
- Identify insights on talent experience through analysis of real-time feedback from continuous engagement tools.

 Social Media

 Mobile Applications

 Social Robotics

 Data Analytics

 Artificial Intelligence (AI) & Machine Learning (ML)

EXPECTATIONS TODAY	EXPECTATIONS WITHIN THREE YEARS	NEW APPROACHES TO TASKS
Enhancing Talent Experience and Wellness		
<ul style="list-style-type: none">▪ Support execution of employee engagement and well-being programmes▪ Administer employee engagement surveys	<ul style="list-style-type: none">▪ Administer talent experience and wellness initiatives for diverse groups of talent across the broader talent ecosystem▪ Utilise technologies to implement talent experience initiatives and gather data on talent sentiments from sources such as pulse surveys, emails and other social media platforms	<ul style="list-style-type: none">▪ <i>Social media, chatbots and mobile applications with proactive nudging will be used for communication of programmes</i>▪ <i>Social media and mobile applications will enable real-time collection of data on talent experiences and sentiments</i>
<ul style="list-style-type: none">▪ Collate responses from employee engagement surveys	<ul style="list-style-type: none">▪ <i>Task substituted by technology</i>	<ul style="list-style-type: none">▪ <i>Online survey platforms will allow automated collation of survey responses</i>
<ul style="list-style-type: none">▪ Collate feedback on the effectiveness of employee engagement and well-being programmes	<ul style="list-style-type: none">▪ Implement feedback channels to proactively gather inputs on talent experience and wellness programmes	<ul style="list-style-type: none">▪ <i>Social media and mobile applications will enable collection of real-time data on talent sentiments across the broader talent ecosystem</i>▪ <i>RPA and chatbots will enable feedback to be solicited during and after programmes for measuring effectiveness</i>
<ul style="list-style-type: none">▪ <i>Task does not exist in current role</i>	<ul style="list-style-type: none">▪ [NEW] Analyse data on talent experience to generate insights on challenges and issues faced by diverse groups of talent	<ul style="list-style-type: none">▪ <i>Data analytics and sentiment analysis of data gathered from multi-source listening will be used to generate insights</i>
<ul style="list-style-type: none">▪ Gather research and data on the organisation’s workplace ergonomics to support standardisation of a one-size fit all policy	<ul style="list-style-type: none">▪ Gather research and data on the organisation’s workplace ergonomics for diverse groups of talent▪ [NEW] Research on innovative workplace wellness practices to support development of initiatives that meet the needs of diverse talents groups	<ul style="list-style-type: none">▪ <i>Multi-source listening and sentiment analysis by obtaining feedback and data from diverse range of stakeholders as well as internal and external platforms, combined with data analysis will generate insights to support implementation of workplace wellness practices for diverse groups of talent</i>
Supporting Talent Relations		
<ul style="list-style-type: none">▪ Draft communications messages to employees on the employee relations policies	<ul style="list-style-type: none">▪ Draft bite-sized and fit-for-purpose communications on workplace programmes and policies for diverse groups of talent▪ [NEW] Research and identify relevant platforms and technologies for supporting the continuous communication and implementation of workplace programmes and policies	<ul style="list-style-type: none">▪ <i>Communication platforms such as mobile applications will allow transmission of bite-sized communications customised to diverse talent groups</i>

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EXPECTATIONS TODAY	EXPECTATIONS WITHIN THREE YEARS	NEW APPROACHES TO TASKS
<ul style="list-style-type: none">Document reported employee issues and address routine issues according to guidelines	<ul style="list-style-type: none"><i>Task substituted by technology</i>	<ul style="list-style-type: none"><i>AI-powered chatbots will facilitate first level support and resolution of routine queries as per defined guidelines</i>
<ul style="list-style-type: none">Collate feedback on effectiveness of issue resolutions	<ul style="list-style-type: none">Collate and analyse feedback on effectiveness of issue resolutions	<ul style="list-style-type: none"><i>Data analytics of feedback gathered on issue resolution will facilitate generation of insights for improvements on resolution process</i>

Future skills* (Role-specific)

* Note: Please refer to Skills Framework for HR for exhaustive list of skills required for the role

Focus areas	Descriptions
Talent Persona Creation	Support the initial analysis of talent groups for talent segmentation and identify distinct characteristics to help define the talent personas
Talent Journey Mapping	Analyse data across the various touchpoints in the talent journey and identify gaps in the talent experience
Design Thinking	Identify potential opportunities to enhance talent experience based on understanding of talent needs and support development of new human-centred ideas and approaches
Continuous Listening Strategy	Use continuous listening initiatives and technology tools to obtain real-time and continuous feedback and provide inputs to enhance talent experience
Omni-channel Communication	Research on relevant communication touchpoints and develop communications for consistent experience through various communication touchpoints for diverse groups of talent

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Future skills* for all HR associates

* Note: Please refer to Skills Framework for HR for exhaustive list of skills required for the role

Focus areas	Descriptions
Business and Financial Acumen	Support talent initiatives by applying knowledge of business and basic financial indicators as well as workforce analytics
Data-driven Story Telling	Develop initial data-based findings and visualisations to support a clear and logical narrative
People Analytics	Conduct initial analysis of talent and business metrics, including intangible metrics, and support the development of predictive models to derive meaningful insights
Organisational Behaviour and Change Management	Support change management initiatives and communications to talent by guiding them on use of technology for real-time multidirectional engagement and helping to answer any specific queries regarding the change initiatives
Agile Mindset	Research on agile ways of working, structures and processes and provide inputs on ways of enhancing adaptability and collaboration within the organisation
HR Technology Adoption	Research the HR technology landscape to identify potential technologies to enhance the talent lifecycle
Relationships and Communication	Identify own emotional patterns and communication style to effectively work and communicate with stakeholders and support the execution of communication plans for relevant stakeholders
Progressive and Inclusive Workforce Policy Implementation	Support implementation and continuous feedback collection for workforce policies across diverse talent groups through technology tools and platforms

Beyond
three years

The role will continue to support the **implementation of talent experience initiatives** customised to diverse talent personas to **enhance talent experience and wellness**. The role will support the **exploration of possible technologies and practices** to meet organisation, business and talent needs. The role will also **identify areas of improvement for talent experience delivery** through real-time in-depth analysis of feedback gathered through new technologies such as biometrics, natural language processing and wearables.

d. Associate, Employee Experience & Relations

The Associate, Employee Experience & Relations, supports the administration of employee engagement and wellness programmes. Their and skills enable transitions to the following roles within HR, as shown in Table 9.

The role has cross-functional skills in communications, digital marketing, and event management and can transit to the following roles outside HR. They will also need to top-up supplementary role-specific skills to perform in these roles, as shown in Table 10 below.

Table 9: Transitions within HR for Associate, Employee Experience & Relations

Origin role	Top destination roles within HR	Skills top-up for transition (indicative)
Associate, Employee Experience & Relations	HR Business Partner	<ul style="list-style-type: none"> Strategic Business Advisory Work Architecture and Job Redesign
	HR Analytics & Transformation Analyst	<ul style="list-style-type: none"> Organisation Transformation Workplace Culture and Change Management

Table 10: Transitions outside HR for Associate, Employee Experience & Relations

Origin role	Top destination roles within HR	Skills top-up for transition (indicative)
Associate, Employee Experience & Relations	Brand Management Associate	<ul style="list-style-type: none"> Brand Development Digital Strategy
	Communications Associate	<ul style="list-style-type: none"> Content Creation Video / Copy Editing
	Digital Marketing Associate	<ul style="list-style-type: none"> Customer Segmentation Search Engine Optimisation
Cross-functional Skills <ul style="list-style-type: none"> Communications Digital Marketing Event Management 		