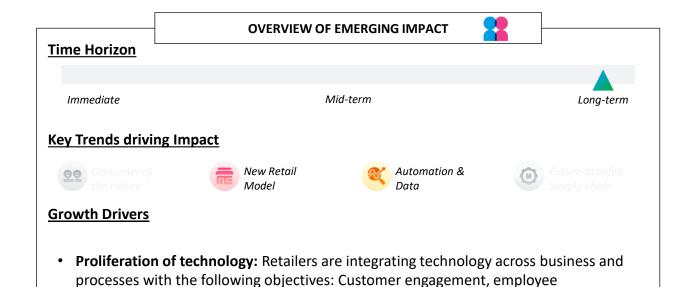
DIGITAL TRANSFORMATION MANAGER

Alternative titles: Digital Innovation Lead



empowerment, optimising operations, and reimagining products and services. While transformation brings about considerable changes, retailers should have a change management strategy and team in place to build collaborations and can leverage the strength of key stakeholders to facilitate large-scale transformation and build through



leadership.

KEY RESPONSIBILITIES

The Digital Transformation Manager is responsible for driving, leading, and executing enterprise-wide digital and transformation strategies for retail across different functions to accelerate the organisation on its journey to become a digital leader. He/she has to design and monitor the KPIs of the digital transformation roadmap across multiple retail functions (e.g. retail operations, supply chain), driving sustainable deployment of IT infrastructure that improve the efficiency of the business functions.

Critical Work Function	Key Tasks
Drive Digital Innovation	 Partner with key stakeholders to define and implement digital roadmap and solutions with the objective to scale existing or add new initiatives Evaluate the retail ecosystem and digital tools, identifying areas of opportunities to bridge the gap between online and in-store retail services and operations Research on the current digital solutions available in the retail ecosystem, evaluating the effectiveness of the solutions on meeting the needs of the business Forecast workload, costs, planning impacts with retail integrator and suppliers (e.g. software & hardware)

Critical Work Function	Key Tasks
Drive Digital Integration and Change Management	 Partner with teams across the retail functions to implement digital projects Lead the technical transformation of the retail functions, emphasising on the balance between engineering excellence, time-to-market, and building a system that supports the future vision in mind. Drive change management processes and ensure users' adoption of new digital capabilities Contribute ideas, proposals and actions to conduct engaging upskilling initiatives to drive digital culture in the company and empower employees to work with enabling technology

Key Skills and Competencies			
Technical Skills and Competencies	Critical Skills and Competencies		
Business Environment Analysis	Communication		
Business Intelligence and Data Analytics	Problem Solving		
Data Analytics	Digital Fluency		
Database Administration	Learning Agility		
Demand Analysis	Adaptability		
Technology Adoption and Innovation			
Manage Change			
Market Profiling			
Market Trend Analysis			
Omni-channel Strategy^			
Organisational Planning and Target setting			
Organisational Strategy Formulation			
Project After Action Review			
Project Integration			
Project Quality			

^Skills not in any Skills Framework