

Embargoed until 10.30am on 1 June 2023

Annex B: Existing and Emerging Job Roles in the Retail Sector

Low impact ¹	Medium Impact ²	High Impact ³	Emerging Job Roles ⁴
<ol style="list-style-type: none"> 1. Brand Management Executive 2. Logistics Solutions Specialist 	<ol style="list-style-type: none"> 1. Store Manager 2. Retail Operations Director 3. Marketing Executive 4. Marketing Manager 5. E-commerce Executive 6. E-commerce Manager 7. Warehouse Operations Manager 8. Logistics Operations Analyst 9. Visual Merchandiser 10. Brand Management Manager 	<ol style="list-style-type: none"> 1. Sales Associate 2. Sales Supervisor 3. Merchandising Manager 4. Merchandising Executive 	<ol style="list-style-type: none"> 1. Sustainability Specialist 2. Product Innovator 3. Customer Experience Manager 4. Customer Intelligence Analyst 5. Omni-channel Manager 6. Digital Marketer 7. Digital Transformation Manager 8. UI/UX Designer 9. Full Stack Developer

¹ The tasks and skills required of this role remains largely unchanged.

² While some of the existing tasks and skills will become redundant, there will also be demand for new tasks and skills for the role.

³ Majority of existing tasks will be substituted by technology and processes related to the role will transform rapidly. Many new tasks and skillsets will emerge while existing ones could be made redundant.

⁴ Significant level of reskilling is required for existing job roles in the sector to take up emerging job roles, where specific diplomas/degrees or further studies may be necessary. Companies might also need to hire from outside of the retail sector to fill these roles.