



My SKILLSfuture

User Guide on 'Know Yourself'
(Secondary)

TABLE OF CONTENTS

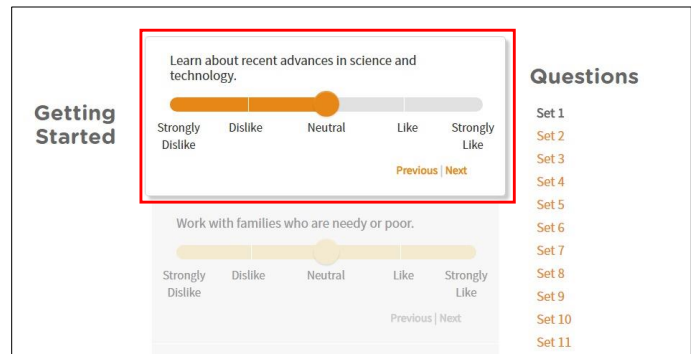
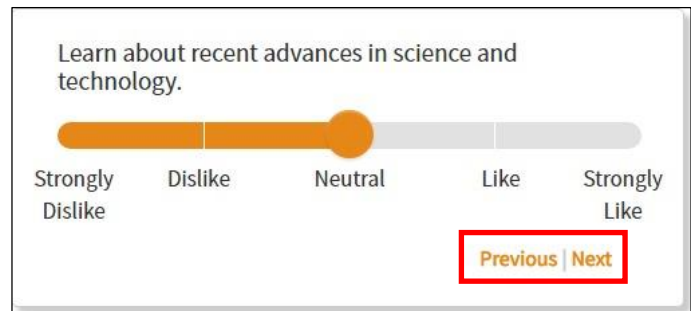
2	Career Interests.....	3
---	-----------------------	---

2 CAREER INTERESTS

<p>1.</p>	<p>Click on Get Started, under Career Interests.</p>	
<p>2.</p>	<p>The Career Interests tool consists of 11 sets of Questions with each set having 6 statements.</p> <p>Take the Tool in Classic or Drag and Drop style.</p> <p>Indicate your preference of Strongly Dislike to Strongly Like via two ways:</p> <ul style="list-style-type: none"> • Classic – Click on the scale • Drag and Drop – Click and drag the icon 	

3. Click **Next** to lead you to the next statement. Click **Previous** to go back to previous question.

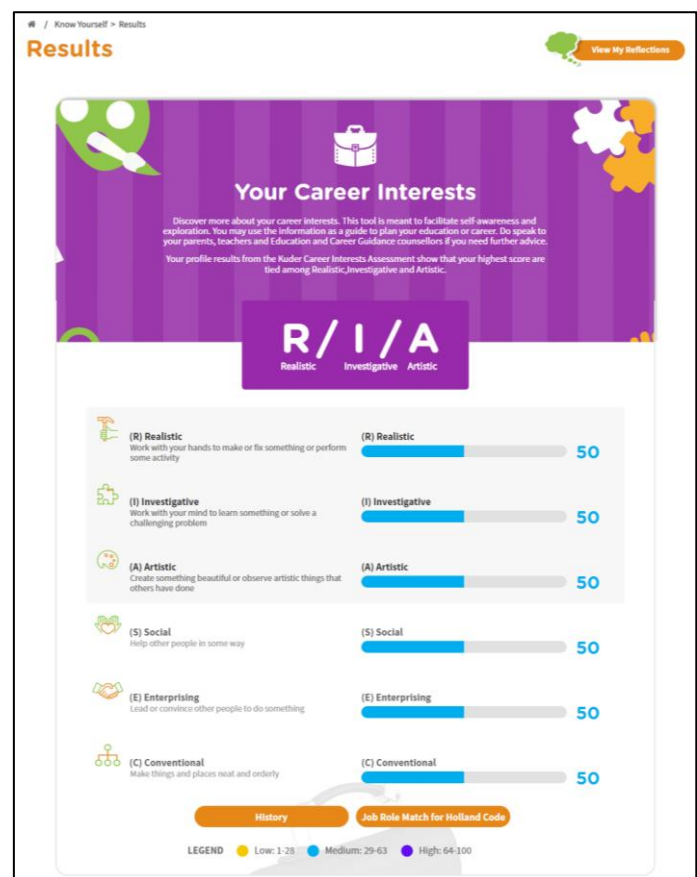
The next question is highlighted.

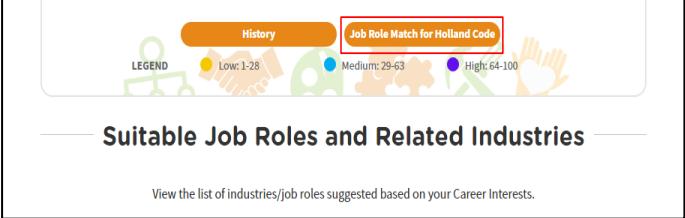
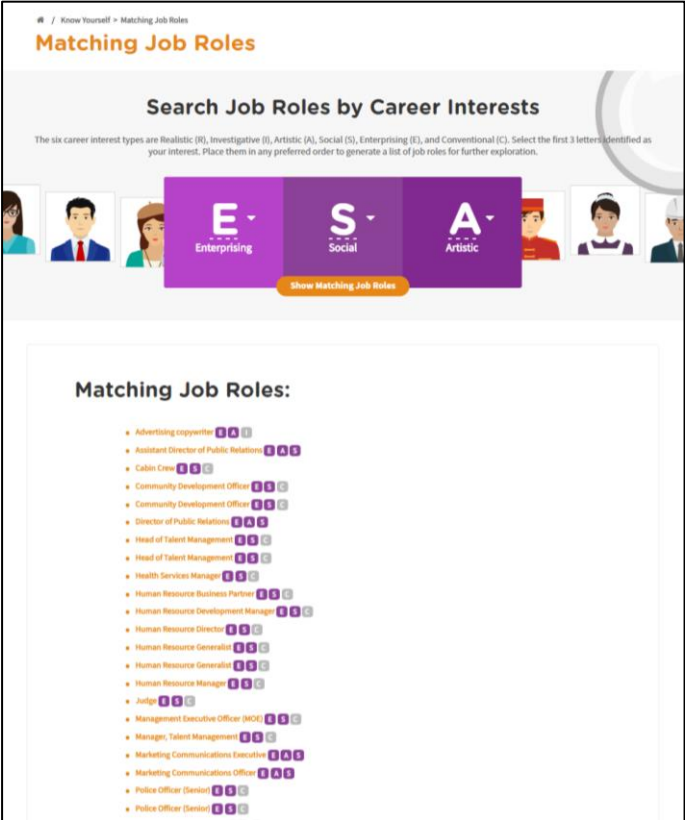


4. After you have completed the tool, the **Results** are displayed, including your Holland Personality types.

Holland Personality types:

- Expressed as a three-letter Holland Code, such as RCE, SEA, IER, etc.
- The **first letter** describes your highest Holland Code and interests
- The **second and third letters** describe interests and personality characteristics in descending order from the highest interest area to the lowest interest area



	<ul style="list-style-type: none"> Scored by low, medium and high on a scale from 1 – 100 with Low (1 – 28), Medium (29 – 63) and High (64 – 100) 	
<p>5. Click on Job Role Match for Holland Code to see the Matching Job Roles for your Holland Code.</p> <p>You can also view Suitable Job Roles and Related Industries that match your Holland Code.</p>		 

6. Click on a job role to view the details of the job.

Example: Click on the “Marketing Communications Executive” job role.

The **Job Roles Detail** page is displayed in a new browser window.

The screenshot displays the 'Marketing Communications Executive' job role detail page. It includes a header with the job title and a 'Job Role Key Information' sidebar. The main content area features a 'Job Role Description' with an image of three business professionals shaking hands, followed by a list of tasks. At the bottom, there are sections for 'Compatibility' (showing interest levels for various skills), 'Career Progression Pathway' (a flowchart showing progression from Marketing Communications Officer to Public Relations Manager), and 'Course / Programme Listing' (currently showing 'Not applicable').

Job Role Key Information

- Alternate Job Title: Assistant Marketing Communications Manager, Assistant Public Relations Manager, Marketing Executive
- Sub-Industry: Hotel
- Track: Sales and Marketing
- Fields of Study: Marketing
- Qualification: At least 1 GCE 'O' Level pass
- Monthly Salary: \$2,000.00 - \$2,800.00 (25th to 75th percentile*)

Job Role Description

The Assistant Public Relations Manager/Assistant Marketing Communications Manager/Marketing Executive/Marketing Communications Executive advertises, promotes and supports public relations initiatives. He/She upholds the brand of the property. In turn, brand guidelines must be followed.

He/She also helps to create marketing material. Information kits must be made for events, tours and meetings. He/She updates the website with any new information if necessary. He/She also helps with media queries. He/She arranges for briefings, contributes to relations efforts and oversees media coverage. He/She also identifies areas that affect branding.

He/She must oversee all social media. All reviews should be responded to. He/She also helps with promotions or special events. He/She maintains the special events and campaign calendar. He/She also arranges with vendors for gift premiums and creation of marketing tools.

Tasks

- Aid communication and engagement.
- Aid effective work teams.
- Aid marketing campaigns.
- Do market research.
- Enact process improvement change.
- Ensure sustainable business operations through adoption of environmental practices.
- Form relationships for guest confidence.
- Gain industry knowledge.
- Maintain personal image and emotional competence to manage self and team.
- Manage online information.
- Monitor social media.
- Oversee guest experiences.
- Prepare sales and marketing tools.
- Produce, receive and act on public relations communications.
- Record project processes and outcomes.
- Resolve guest concerns.
- Use basic negotiation skills.
- Use principles of revenue management.
- Write reports.

Compatibility

Interest Type	Score
R	50
I	6
J	50
A	67
S	45
E	50
C	100
C	45

Career Progression Pathway

- Public Relations Manager
- Marketing Communications Executive
- Marketing Communications Officer

Course / Programme Listing

Not applicable