

## **FACTSHEET ON THE SKILLSFUTURE WORK-LEARN BOOTCAMP IN DIGITAL MARKETING AND BRANDING (*Employer*)**

### **What is the SkillsFuture Work-Learn Bootcamp – Digital Marketing & Branding?**

The SkillsFuture Work-Learn Bootcamp (WLB) in Digital Marketing & Branding (DMB) is a SkillsFuture initiative in collaboration with Generation and SIRS / Nanyang Polytechnic, to prepare highly productive workforce for emerging industries through a short intensive bootcamp training.

This is a Train-and-Place scheme, where participants will undergo an 8 weeks of intensive institutional training before seeking employment. The SkillsFuture Work-Learn Bootcamp involves employers extensively throughout the process, from developing industry-relevant curriculum to identifying suitable participants for the programme and recruitment.

SIRS/Nanyang Polytechnic together with Generation, worked with employers to identify skills found in peak performers in digital marketing's job role, and designed a bootcamp-style programme to train participants in those skills.

The work-learn bootcamp programme will equip fresh graduates and mid-career individuals with the relevant job-role specific behavioural, mind-set and technical skills in digital marketing & branding.

### **Who is Generation?**

Generation is a US-based global non-profit organisation founded by McKinsey & Company. It develops and implements youth employment programmes that train and place young people in jobs using its unique methodology, which has proven to be scalable and effective.

Generation's youth employment programs target sectors with acute skills and manpower demands, by incorporating short training for youths developed in tight collaboration with industries and working with employers to place suitable youths into their companies.

As at July 2018, 17,000 job placements across 23 job professions in 9 countries have been supported through Generation (Source: Generation).

### **How will employers benefit from Work-Learn Bootcamp?**

Employers will be able to:

- Access a pool of job-ready individuals who have been equipped with relevant skills and aptitude;
- Reduce upfront training costs as job-ready talent will have already undergone behavioural, mind-set and technical skills related to a specific job role;
- Tap on talent that is ready to hit the ground running from day one – reduce your time in onboarding and re-training;
- Have a significant business impact due to higher quality output and positive workplace behavior from WLB graduates and
- Receive a mentorship grant of \$5,000 per individual placed in WLB to provide mentorship

for the individual \*

\*The mentorship grant is for every successfully placed WLB graduate who are Singapore Citizens and Permanent Residents only.

### **Employer Programme Administration**

- The programme is open to all Singapore-registered or –incorporated companies.
- The employers are strongly discouraged from imposing a bond on newly hired WLB graduates as they have already completed training prior to joining the company, and this training is subsidised by SkillsFuture Singapore (SSG).
- Employers will have to bear 30% of course fees, that is, \$4,500 (before GST) payable for every WLB graduate that they hire.
- Employers are expected to provide mentorship for a minimum period of 12 months upon placement of WLB graduate, and SSG will provide a Mentorship Allowance of \$5,000. Employers will need to complete a mentoring logbook, for submission to SIRS/Nanyang Polytechnic on a quarterly basis.
- Employers are expected to share with SIRS/Nanyang Polytechnic and Generation, data of their existing talent and corresponding data for performance of WLB graduates they hire, in order to conduct analysis on the ROI (more details in Memorandum of Understanding).
- Enhanced Training Support Scheme (ETSS) for SMEs not applicable; ETSS is only applicable when SMEs sponsors its staff for training.
- Employers are strongly encouraged not to terminate the employment of WLB graduate within the first year of employment. Should this be unavoidable, the employer should notify SIRS/Nanyang Polytechnic on the termination with the reason for such action.
- To provide a framework of cooperation and facilitate collaboration between all parties, a Memorandum of Understanding is required.

### **Contact Details**

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