FACTSHEET ON PROFESSIONAL CONVERSION PROGRAMME FOR THE RETAIL SECTOR:

DIGITAL PROFESSIONAL (For company)

Objectives of the Programme

1.   As part of the *Adapt and Grow* initiative to provide greater support for mid-career Professionals, Managers, Executives and Technicians (PMET) jobseekers, the Workforce Singapore (WSG) and SkillsFuture Singapore (SSG) jointly have developed a Professional Conversion Programme (PCP) for Digital Professional (DP)

2.   The PCP_DP will help retail companies to tap on additional sources of manpower and meet their manpower needs by providing mid-career switchers with an opportunity to enter the retail profession. Through structured classroom and OJT, companies are also able to align training according to their specific business needs.

Programme Details

3.   To facilitate the programme under a Place-and-Train mode, participating employers will hire the participants before they commence training; and be required to provide structured On-the-Job Training (OJT) plans to ensure that participants hired will gain the necessary competencies for their new role.

4.   The PCP for DP is administered by the Singapore Institute of Retail Studies (SIRS). Participants will undergo a 6-month programme consisting of classroom training delivered by SIRS, paired with structured OJT at the hiring company.

The training programme * is as follows:

A. **Alibaba Business School – SIRS Entrepreneurial Startup Programme** (6 days-48 hours)
- **Insights to E-Commerce Development**
  - Understand the development of e-commerce in China and Southeast Asia
  - Understand the global e-commerce trends and competitive advantage
  - The entrepreneur role of e-commerce explained
  - Alibaba platform policies explained: Company Store & Personal Store

- **E-Commerce Entrepreneurship**
  - How to create your account, setting up your store and understand the policies
  - Understanding using Big Data Analytics for e-commerce
  - Digital commerce glossary explained

- **Running an Online Store**
  - How to do a basic setup for your e-store
  - How to create a product category setup
  - How to place product listing

- **Creating an Attractive Store Design with One-click Visual Impact**
  - Store front page appreciation
  - Sourcing for high quality images / pictures
  - Learn to optimise your store front page

- o Learn to optimise product page

- **Online Store Campaign and Promotion**
  - o Understand paid and free traffic
  - o Content marketing introduction (micro video, social media, text and pictures, live broadcast, etc)

- **Online Store Operation Techniques to Improve Store Ranking and Increase Sales Conversion**
  - o Understand management console with real time big data
  - o How to prepare for pre-sales
  - o Optimising customer service during sales process
  - o How to provide post-sales service
  - o How to handle packaging and logistics

B. **Alibaba Business School – SIRS Managerial Elite Programme** (5 days – 40 hours)

- **China Digital Commerce Scenario and Cross Border Trade**
  - o The new economy of digital commerce cross border
  - o International trade and cross border trade foundation concept
  - o Logistics, custom clearance, taxation
  - o Ali ecosystem way of importing overseas products

- **Digital Online Operation**
  - o Big data analysis and target persona, setting objectives and market forecast
  - o Product category planning and growth strategy
  - o Growing stages of online store objectives setting, developing phases on promotion and campaign rhythm and SOP value chain building

- **Store Activities**
  - o Analytical approach of 7 steps for promotion / campaign activities and Content development
  - o Manage (monitor and control) store online activities for store rating Improvement
  - o KPI of running the stores and staff

- **Visual Marketing**
  - o One-click visual improves sales conversion rate
    √ What is good visual? Holistic visual marketing deep dive
    √ Personal, product category visual positioning and analysis

  - o How to design a stunning visual artwork
    √ Style and framework, scenario building, text and colour application

- **Short Video Marketing**

  - o Digital marketing new trend – short video marketing
    √ Case studies, video marketing trend and application
    √ Video production step 1: Script writing (brand video identity, product image activities style presentation)
    √ Digital analytic way of copy-writing and creatives production for holistic campaign design

  - o From zero to one, completing video production and broadcast
    √ 3 steps of video production: Pre-shot preparation, photo shoot techniques post-shoot edits

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√ Video broadcast, rules and met

C. **Alibaba Business School – SIRS Boost Sales through Effective Content Marketing** Programme (5 days – 40 hours)
- **Content Marketing and Image-text**
    - o Recognise the trends in content marketing
    - o Introduction to new content marketing methods – live-streaming, image-text, short videos, etc.
    - o Understand the new strategy of content marketing
    - o Learn to optimise the positioning of image-text
    - o Pick up image-text creative skills

- **Live-streaming Operations•Know the reasons behind the popularity of live-streaming**
    - o Gain in-depth understanding of the elements for a successful live-streaming and the methods that can be replicated
    - o Create a live-streaming session: a comprehensive review of the processes
    - o Uncover the secrets to maximising an anchor's advantage – ways to position yourself for the win

- **Art and Science of Video Production**
    - o Understand the definition, trends and significance of video marketing through case studies
    - o Plan the content for scripts of brand videos, product videos, and promotional videos
    - o Develop a creative video structure through copywriting and advertising techniques
    - o Learn the before, during and after processes of making a video - preparations, techniques & editing
    - o Understand the rules and procedures to publish a completed video

- **Fans Economy**
    - o Learn ways to grow your fan base
    - o Establish an effective mechanism to protect your fan base
    - o How to manage and maintain your fan base

- **Content Marketing Workshop**
    - o Group Activity: Produce a video with the knowledge and skills acquired from the programme
    - o Receive guidance from trainer to ensure quality video production

* Training programmes may be subject to change

Salary

5. Successful PCP_DP may expect a minimum starting salary of $3,000 per month

Eligibility Criteria

6. Candidates must fulfill the following criteria:
    a. The candidate must be a Singapore Citizen or Permanent Resident;
    b. New PMET hires who have no more than three months of employment with the current company
    c. Have graduated from pre-employment training for at least 2 years (excluding National Service where applicable)

d. The candidate must have managerial-level or equivalent experience in a non-related role prior to joining the PCP

Funding of the Programme

7. The employing company will receive the following funding upon the fulfilment of the corresponding requirements:

	Funding Component	**Requirement**
1	**Course Fee Grant:** For non-Small and Medium Enterprises (SMEs) • Full Course Fee: $18,900 • 70% SSG Funding: $13,230 *Nett Fee payable by employers:* *$5,670 (excl. GST)* *$6,066.90 (incl. GST)* For SMEs or trainees eligible for Mid-Career Enhanced Subsidy (MCES) • Full Course Fee: $18,900 • 90% SSG Funding: $17,010 *Nett Fee payable by employers:* *$1,890 (excl. GST)* *$2,286.90 (incl. GST)*	Trainee passes all the required modules.
2.	**Salary Support:** • Up to 70% of the trainee's monthly salary, capped at $4,000 (excl. GST) per trainee per month, for the duration of the programme. • Up to 90%* of the trainee's monthly salary, capped at $6,000 (excl. GST) per trainee per month, for the programme duration. **PMETs aged 40 years old and above, and/or participants who have been unemployed for more than six months.* **Funding would be based on the duration of the programme (maximum 6 months)**	Trainee remains employed at the hiring company for a minimum duration equivalent to the programme duration, after passing all the required modules **No Absenteeism Payroll (AP) claim is allowed for PCP trainees**

3.	**OJT Blueprint to be provided by the employing company:**	
	• OJT Blueprint (712 to 760 hours) must be developed with Nanyang Polytechnic (NYP) – National Centre of Excellence for Workplace Learning (NACE)	Total 840 hours of training, inclusive of classroom and OJT components
	• OJT Blueprint charges are payable by company (subsidy provided) to NYP	
	• Detailed account of main tasks, task elements and key points	To submit OJT Blueprint logbook, fully completed with details
	• Actual account of OJT hours for each task	
	• Evidence of conversion skills acquired during the 6 months training	

Contact Details

For more information and to apply, please contact:

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https://tinyurl.com/SIRS-PCP