FACTSHEET ON PROFESSIONAL CONVERSION PROGRAMME IN RETAIL SECTOR

NEW MEDIA PROFESSIONAL (for Applicant)

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 New Media Professional (NMP).

2.   Retail-entertainment is on the rise and changing the way retailers market their products and engage their customers. Live streaming platforms has been integrated with ecommerce to bring products to life and enhance the shopping experience for their customers.

3.   To meet the demands of the ever-changing consumers' needs, retailers are seeing the need to hire talents to manage their ecommerce more effectively through various touchpoints, such as through live broadcasting, social media platforms to increase their brand awareness and consumers footfall.

4.   The new Professional Conversion Programme (PCP) for New Media Professional (NMP) is developed to build a pool of new media professionals to support this new area of development in media communication for digital commerce.

Programme Details

5.   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.

6.   Live Broadcast on social media and digital commerce platform is gaining traction and becoming popular in engaging consumers. To support this development in the digital space, companies need to understand and know how to go about with storytelling, and produce video to build, engage and manage fan communities to bridge the business, in promoting products and creating sales and marketing campaigns.

7.   PCP_NMP is administered by the Singapore Institute of Retail Studies (SIRS). Participants will undergo a **PCP conversion programme, consists of PCP training duration (classroom training delivered by SIRS, with structured OJT at the hiring company) and an additional period of retention equivalent to the training duration**.

The training programme * is as follows:

A. Digital Commerce Operations (3days - 24 hours)

Driving business operations with insights of digital analytics & strategy Operational aspects of an e-commerce store/ business:
- o   The performance indicators (KPIs) of an online business;
- o   The components of holistic online store;
- o   The roles and responsibilities in an e-commerce business;
- o   The start-up process to starting an online store;
- o   Understanding various marketplace platforms;
- o   Setting up an attractive store;
- o   Key aspects of growing an e-commerce store;
- o   The promotional tools of the different e-marketplace platforms; and

    o Sourcing of products.

The customer service aspects of an online business:
- o Understanding online customer buying process;
- o Techniques to handle online communication with customers;
- o Knowing seller's responsibilities;
- o Insights to e-commerce development.

B. Customer Experience Innovation (3 days - 18 hours)

In the Customer Experience Innovation – Explore Enhanced Customer Experience Journey module, participants learn how to develop insights and methods to enhance customer experience by identifying and mapping the organisation's current customer journey. Then after, to analyse for gaps in the journey before seeking, evaluating and implementing proposed improvements.

This module will provide NMP the ability to:
- o Develop the organisation's customer journey map;
- o Analyse gaps in the customer journey map;
- o Evaluate proposed improvements to innovate the customer experience;
- o Plan the implementation of agreed recommendations enhance the customer experience

C. Paid Search Engine Marketing (SEM) (4 days – 24 hours)

To improve reach online engagement, paid digital advertising has become a norm. To manage, review and monitor the implementation of SEM strategies, establish targets for SEM campaigns and programmes, conduct analysis on performance of SEM campaigns and recommend opportunities for improvement will be key to success.

This module equips participants with skills and knowledge to Invest in paid advertising on search engines to maximise traffic on the organisation's digital assets and content on Pay-Per-Click (PPC) models to generate awareness as well as enhance customer engagement and lead conversions.

This module will provide NMP the ability to:
- o Build profitable web marketing programs;
- o Design and test ads for new and existing acquisition campaigns;
- o Monitor traffic quality, click through rates and conversion rates across accounts;
- o Identify low performing ads and placements and make necessary changes to maximise profit and volume;
- o Monitor the profitability of advertising using proprietary and licensed management software;
- o Identify fraud and low performing sources and domains;
- o Create reports about new competitors entering the landscape and any possible changes in the search landscape;
- o Manage display network placement lists on AdWords and through other contextual advertising platforms.

D. Search Engine Optimization (SEO) (4 days – 24 hours)

Search Engine Optimisation or SEO optimize website content for the best possible search engine ranking to improve website visibility and engagement.

In this module, participants will be able to formulate overarching SEO strategies for the organisation's digital assets and content and evaluate effectiveness of SEO strategies across channels in terms of return-on investment.

This will equip them to manage, execute and monitor SEO campaigns across channels and conduct analysis on performance of SEO campaigns.

This module will provide NMP the ability to:
- o Manage keyword research in alignment with SEO objectives to optimise existing content

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and uncover new opportunities;
- o Provide SEO recommendations pertaining to elements and structure of websites and web pages;
- o Manage search results and evaluate search performance across channels to improve rankings;
- o Monitor web analytics dashboards and reports to provide inputs on SEO strategies;
- o Partner with editorial and marketing teams to optimise content creation;
- o Evaluate and interpret the internet marketing strategies of a website.

E. SMA – Making online Content programme (16 days - 48 hours)

Genres:
- o Introduction to the types of genres of stories; and
- o Storytelling concepts and types of content.

Story Structure and Storytelling:
- o Develop storylines and plot structure for online content; and
- o Understand story structure, plot design and variants of the three-act structure

Script Writing for Online Content:
- o Pre-production planning:
- o Scheduling, locations, producing, crew, casting.

Basic roles in a production:
- o Producing, Assistant Directors and Director, Cameraman, lights, props, costumes and make-up.

Production Process:
- o Filming technical knowledge; and
- o Directing and shot design.

Post- Production:
- o Fundamentals in editing, sound, music and copyright issues.

Assignments:
- o Pitching of Story Ideas and Pre-production Plans;
- o Presentation of Crew, Production Plans; and
- o Screening of assignments & critique.

* Training programmes may be subject to change

Salary

8.   Successful PCP_NMP may expect a minimum starting salary of $2,500 per month.

Eligibility Criteria

9.   Candidate must fulfill the following criteria:
- o The candidate must be a Singapore Citizen or Permanent Resident;
- o **New PMET hires who have no more than three months of employment with the current company;**
- o Have graduated from pre-employment training for at least 2 years (excluding National Service where applicable); and
- o The candidate must have managerial-level or equivalent experience in a non- related role prior to joining the PCP.

Participating companies and job roles

10.   They are local SME companies and main functions may include:
- Live broadcasting;
- Video production and editing;
- Blogging;
- Content writing and production;
- Live streaming on e-marketplaces, such as Lazada, Qoo10, Shopee;
- Branding, conceptualise and implement marketing campaign and promotion strategies;
- Product specialist;
- Data analytics; and
- Generate commercial sales via entertainment.

Contact Details

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To Apply: https://conversion.mycareersfuture.sg/Portal/ProgramDetails.aspx?ProgID=P00000433