**FACTSHEET ON PROFESSIONAL CONVERSION PROGRAMME FOR**

**THE RETAIL SECTOR:**

**NEW MEDIA PROFESSIONAL (Candidate)**

**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 6-month programme consisting of classroom training delivered by SIRS and SMA, paired with structured OJT implemented by 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**
    - o  Understand the development of e-commerce in China and Southeast Asia
    - o  Understand the global e-commerce trends and competitive advantage

- o The entrepreneur role of e-commerce explained
- o Alibaba platform policies explained: Company Store & Personal Store

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

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

- **Creating an Attractive Store Design with One-click Visual Impact**
  - o Store front page appreciation
  - o Sourcing for high quality images / pictures
  - o 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
  - o How to design a stunning visual artwork
    √ Style and framework, scenario building, text and colour application


B. **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

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- Develop a creative video structure through copywriting and advertising techniques
- Learn the before, during and after processes of making a video - preparations, techniques & editing
- Understand the rules and procedures to publish a completed video

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

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

## C. SMA – Making online Content programme (48 hours)
- **Genres**
  - Introduction to the types of genres of stories, storytelling concepts and types of content

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

- **Script Writing for Online Content**
  - Pre-production process for creating online content: Concept/ Theme, Logline and Tagline
  - Write basic scripts for online content: Narratives, Documentaries, Event Coverage

- **Pre-production planning**
  - Scheduling, locations, producing, crew, casting

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

- **Production Process**
  - Filming technical knowledge
  - Directing and shot design

- **Post Production**
  - Fundamentals in editing, sound, music and copyright issues

- **Assignments**
  - Pitching of Story Ideas and Pre-production Plans
  - Presentation of Crew, Production Plans
  - Screening of assignments & critique

* Training programmes may be subject to change

## Salary

8.      Successful PCP_NMP may expect a minimum starting salary of $3,000 per month.

## Eligibility Criteria

9.      Candidate 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

## 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
   - Generate commercial sales via entertainment

10.     **Application is to be submitted to** WSG portal **https://tinyurl.com/PCP-APPLY**

## Contact Details

For more information and to apply, please contact:



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**https://tinyurl.com/SIRS-PCP**

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