

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

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 individuals benefit from the programme?

Individuals will be able to:

- Acquire relevant behavioural, mind-set and technical skills related to a specific job role through a short training programme before seeking employment with a company in job roles with acute skills shortage;
- Receive a competitive starting salary and full-time employment with participating companies, along with mentorship;
- Receive a certificate of completion issued by SIRS/Nanyang Polytechnic, in collaboration with SSG and Generation;
- Receive a training allowance upon completion of training and attendance of job interviews*.

*** The training allowance of \$1,000 is for participants who are Singapore Citizens only**

WLB Bootcamp Training Programme

- The WLB in Digital Marketing & Branding (DMB) is an 8-week full time programme, conducted at SIRS, from Monday to Friday, 9am to 5pm. Training will be conducted on Saturdays, to replace sessions that fall on Public Holiday(s).
- Fresh graduates from Post-Secondary Education Institutions, Universities, and mid-career individuals who are Singapore Citizens or Singapore Permanent Residents may participate in the programme.
- The WLB is also open to all graduates from the Autonomous Universities and Private Education Institutions, as well as 'A' Level graduates, subject to the requirements by the participating companies.
- There is no minimum GPA requirement and is open to all faculties/feeder programmes.
- Interested candidates will undergo a series of assessment tests in the screening process conducted by SIRS.
- Participants must be committed to full time training and a full time employment, upon successful interview.
- Participants will not be paid a salary during the 8 weeks of bootcamp training at SIRS. However, participants will receive a training allowance upon completion of the training and attendance of job interviews; only Singapore Citizens are eligible for the training allowance.
- Participants are encouraged to have 100% attendance throughout the Programme. Training allowance will only be given upon successful training completion, which is subject to SIRS guidelines on attendance.
- Participants are strongly encouraged to have 100% attendance throughout WLB programme duration. A medical certificate must be produced if a trainee is unable to attend due to medical reasons. If a trainee's attendance falls below 85%, trainee will not attain WLB in Digital Marketing & Branding Certification.
- After the bootcamp, WLB graduates will go through an interview process with the participating employer(s). Successful candidates will be offered a job with competitive industry starting salary and relevant staff benefits. The starting salary of the participant depends on the company and job role/position.
- The interview process enables better matching to take place between the employer and WLB graduate.
- WLB graduates may indicate their preferred employers; SIRS will forward all applications to the participating employers, subject to meeting their criteria. WLB graduates may receive offers from more than one employer; they may then select their preferred employer.
- SIRS will evaluate WLB graduates' eligibility before arranging for interviews with suitable employers. The employers will conduct their usual hiring and interview processes. If found

suitable, the selected WLB graduate will be informed and may sign a Letter of Employment with the employer directly.

- Participants, who are asked to leave, or have their employment terminated by the employer, will not be required to return the training allowance that was disbursed to them.
- Employers are highly 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 SSG.
- Participants will not be required to pay any course fees if they are successfully placed with a participating company. The nett course fees payable for the programme will be borne by the employers.

Contact Details

For more information and to apply, please contact:



Ms Grace Hausjah

Singapore Institute of Retail Studies (SIRS)

Tel: +65 62227477 / 64173024

Email: Grace_Hausjah@sirs.edu.sg