FACTSHEET ON PROFESSIONAL CONVERSION PROGRAMME IN RETAIL SECTOR

<u>**DIGITAL PROFESSIONAL (for Employer)**</u>

<u>**Objectives of the Programme**</u>

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.

<u>**Programme Details**</u>

3. To facilitate the 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 **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:
- The performance indicators (KPIs) of an online business;
- The components of holistic online store;
- The roles and responsibilities in an e-commerce business;
- The start-up process to starting an online store;
- Understanding various marketplace platforms;
- Setting up an attractive store;
- Key aspects of growing an e-commerce store;
- The promotional tools of the different e-marketplace platforms; and
- Sourcing of products.

The customer service aspects of an online business:
- Understanding online customer buying process;
- Techniques to handle online communication with customers;
- Knowing seller's responsibilities;
- 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 DP the ability to:
- Develop the organisation's customer journey map;
- Analyse gaps in the customer journey map;
- Evaluate proposed improvements to innovate the customer experience;
- 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 DP the ability to:
- Build profitable web marketing programs;
- Design and test ads for new and existing acquisition campaigns;
- Monitor traffic quality, click through rates and conversion rates across accounts;
- Identify low performing ads and placements and make necessary changes to maximise profit and volume;
- Monitor the profitability of advertising using proprietary and licensed management software;
- Identify fraud and low performing sources and domains;
- Create reports about new competitors entering the landscape and any possible changes in the search landscape;
- 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 DP the ability to:
- Manage keyword research in alignment with SEO objectives to optimise existing content and uncover new opportunities;
- Provide SEO recommendations pertaining to elements and structure of websites and web pages;
- Manage search results and evaluate search performance across channels to improve rankings;
- Monitor web analytics dashboards and reports to provide inputs on SEO strategies;
- Partner with editorial and marketing teams to optimise content creation;
- Evaluate and interpret the internet marketing strategies of a website.

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E. CONTENT MANAGEMENT (3 days – 24 hours)

The internet has transformed how consumers choose to receive information and the type of format that is preferred. Businesses are constantly seeking opportunities and means to reach, engage and retain consumers in building their presence online. It is imperative that businesses leverage the right channels with the appropriate information formats to reach the target audience and communities.

This module will guide participants in identifying key messages, themes, tone and personality for content; storing content in an efficient way and managing information architecture and visual compositions of webpages and multimedia sites.

This module will provide DP the ability to:
- o Identify web content requirements based on evaluation of customer needs;
- o Oversee the application of guidelines relating to the display and format of text and/or image contents across different platforms;
- o Manage alterations to website design to enhance user experience;
- o Ensure maintenance of information architecture and website design.

* Training programmes may be subject to change

Salary

5. Successful PCP-DP may expect a minimum starting salary of $2,500 per month.

Eligibility Criteria

6. 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.**

7. Company must fulfill the following criteria:
- o Company must be registered or incorporated in Singapore;
- o Company's business must be in retail, dealing in tangible products B2C;
- o Company must have a proper office and not operate from residence;
- o Company must issue a valid employment contract;
- o Company must be able to sponsor candidate for conversion classroom training at SIRS and to provide structured on-the-job training for the candidate; and
- o Company must ensure job functions for DP, within the retail operations scope.

Participating companies and job roles

8. They are local SME companies and main core responsibilities may include:
- To evaluate and propose online strategies;
- To design a website and set up an online store;
- To plan, conceptualise and implement marketing campaign and promotion strategies;
- To build market share, brand awareness, foster brand engagements and improve operational efficiency;

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- To liaise with strategic partners for solutions, grants and implementation;
- To support companies with O2O (online to offline) integration;
- To implement staff reprofiling, job redesign, learning gaps and training required to embrace the transformation;
- To utilize a range of techniques including paid search, Search Engine Optimisation (SEO), Search Engine Marketing (SEM) and Pay Per Click (PPC) to enhance company's online conversion rates;
- To conduct market research and analyse market needs and trends; and
- To review new technologies and keep company at the forefront of developments in digital marketing and more.

Funding of the Programme

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

Funding to Employers	Standard Rate (SCs/PRs below age of 40)	Enhanced Rate
Salary Support	Up to 70% of Monthly Salary for PCP training duration (capped at $4,000 per month)	Up to 90% of Monthly Salary for PCP training duration (capped at $6,000 per month) **For Long-term Unemployed* Singapore Citizen (SC) trainees or Mature^ SC trainees** *Long-term Unemployed (LTU) is defined as being unemployed and actively seeking employment for six months or more. ^Mature trainee is defined as being aged 40 and above.
Course Fee Subsidy	**Up to 70% Course Fees***	**Up to 90% Course Fees*** For SC / Permanent Resident (PR) trainees sponsored by SMEs or Mature SC trainees
	For non-Small and Medium Enterprises (SMEs) • Full Course Fee: $4,960 • 70% SSG Funding: $3,472 *Nett Fee payable by employers:* *$1,488 (excl. GST)* *$1,592.16 (incl. GST)* For SMEs or trainees eligible for Mid-Career Enhanced Subsidy (MCES) • Full Course Fee: $4,960 • 90% SSG Funding: $4,464	

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Nett Fee payable by employers: *$496.00 (excl. GST)* *$600.16 (incl. GST)*	

OJT Blueprint to be provided by the employing company with the following details:	
- OJT Blueprint of 256 hours is to be developed and submitted to SIRS for approval; - To seek Nanyang Polytechnic (NYP) – National Centre of Excellence for Workplace Learning (NACE) for assistance, if company does not have the capability to develop, and the development is payable; - Detailed account of main tasks, task elements and key points; - Actual account of OJT hours for each task, by hours and - Evidence of conversion skills acquired during the 6 months training;	Total OJT of 320 hours, inclusive of classroom training. To submit OJT Blueprint logbook, fully completed with details, for disbursement of salary support.

New adjustment

10.   Adjustments in funding disbursements for new hires on PCPs from 1 Sep 2020 to 30 September 2021.

The following enhancements to the Jobs Growth Incentive ("JGI") were announced by DPM Heng on 16 Feb 2021[1].

a. Extension of the qualifying window of JGI by 7 months to 30 Sep 2021
b. Higher wage support for eligible companies that hire mature workers, persons with disabilities and ex-offenders

- WSG has made temporary adjustments to salary support (SS) disbursements for all new hires hired on their conversion programmes (i.e. PCPs programme) for the period between 1 Sep 2020 to 30 Sep 2021, which coincides with the qualifying period for the JGI[2]. The intent is to spread out SS disbursements over a longer period to encourage companies to retain local workers hired under this conversion programme.

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[1] For more information on JGI, please visit the IRAS webpage at
https://www.iras.gov.sg/irashome/Schemes/Businesses/Jobs-Growth-Incentive--JGI-/

[2] The adjustment to SS disbursement will apply based on the date of hire of the individuals (i.e. start of employment with employer) and not date of commencement of the programme). To illustrate, the adjustment to SS disbursement will not apply to individuals hired before 1 Sep 2020, even if they start the programmes after 1 Sep 2020. On the other hand, individuals hired between 1 Sep 2020 – 30 Sep 2021 will be covered by the changes, even if they start the programme after 30 Sep 2021.

- For individuals newly hires and out on Place-and-Train PCPs for the period between 1 September 2020 to 30 September 2021, the Salary Support funding will now be disbursed to participating employers over a longer period, comprising the PCP training duration and an additional period of retention equivalent to the training duration.

Contact Details

For more information and to apply, please contact:

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