

Hire a Digital Professional (with up to 90% subsidy)

Consumers are now more willing to shop and transact online. Is your business ready to address their needs?

The Digital Professional scheme is designed to help SMEs keep up with changing consumer purchase patterns by providing access to additional manpower at subsidised rates to help develop their digital capabilities.

These Digital Professionals are mid-career switchers who have undergone structured and specific training in digitising with Singapore Institute of Retail Studies (SIRS). The participants enhance their employability by undergoing self-sponsored training with SIRS in the following modules:

- Manage Online Business (30 hours)
- Maximising Customer Engagement through Social Media (8 hours)
- Tap into the Power of Facebook Marketing (8 hours)
- Digital Strategy & the 101 of Search Engine Optimisation (SEO) (8 hours)

Upon successful completion of the above four modules, SIRS will screen and qualify participants who are eligible and refer them to participating employers for their hiring.

This scheme was developed by SkillsFuture Singapore (SSG) and SIRS is the appointed Programme Manager to administer the scheme. The aim is to help SMEs 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 on-the-job training, companies are also able to align training according to their specific business needs.

Eligibility

SMEs must:

- 1) Be a 99% SME participant
- 2) Be a registered or incorporated company in Singapore
- 3) Issue a valid employment contract
- 4) Provide further training and On-the-Job training to the Digital Professionals*
- 5) Provide a monthly salary of which up to 90% will be subsidised**

***Further training**

SMEs will be required to provide further training (136 hours) and structured On-the-Job Training (OJT – minimum of 214 hours) to the hired Digital Professionals.

You will need to sponsor the candidate's training fees for the following SIRS courses, of which 90% will be subsidised:

- Alibaba Managerial Elite Programme (5 days)
- Alibaba Operational Excellence Programme (6 days)

- Alibaba Entrepreneurial Startup Programme (6 days)

➤ [Click](#) to find out more about the above courses

Salary

Once a Digital Professional has been successfully matched with your company, you will be expected to provide a starting salary of minimum \$3,000 per month, of which up to 90% will be subsidised for the first six months.

***Government Funding**

The hiring company will receive the following funding:

	Funding Component	Requirement
1	<p>Further training:</p> <ul style="list-style-type: none"> • Full Course Fee: \$16,000 • 90% SSG Funding: \$14,400 <p><i>Nett Fee payable by employers: \$1,600 (excl. GST) \$1,936 (incl. GST)</i></p>	Trainee passes all the required modules.
2	<p>Salary Support:</p> <ul style="list-style-type: none"> • Up to 70% of the trainee's monthly salary, capped at \$2,000 (excl. GST) per trainee per month, for the programme duration. • Up to 90%* of the trainee's monthly salary, capped at \$4,000 (excl. GST) per trainee per month, for the programme duration. <p><i>*PMETs aged 40 years old and above, and/or participants who have been unemployed for more than 6 months.</i></p> <p>Funding would be based on the duration of the programme (maximum 6 months).</p>	Trainee remains employed at the hiring company for a minimum duration equivalent to the programme duration, after passing all the required modules.

FAQs

Contact Details

For more information and to apply, please contact:

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For the DP to perform during the six months, the DP needs to attend structured Alibaba Tao Bao University programmes:

Entrepreneurial Programme

This programme is designed for enterprising business start-ups and individuals seeking to launch an online store. Through this course, participants will gain insight into Taobao Global and e-Marketplace to understand the fundamentals of e-commerce to effectively manage and operate an online store. With these practical knowledge and skills, participants can potentially become a Power Seller on eMarketplace.

The 6-day programme comprises 3 modules:

Module 1: Start an Online Business

- Open an online store
- Comply with registration policies and procedures
- Use keyword descriptions of the business for search optimisation
- Understand the financial considerations
- Understand store categories, relevance and impact
- Determine the roles and responsibilities of team members running the online store
- Launch of new products
- Understand the daily operations of an online store
- Understand the different promotional methods and tools
- Create promotional activities in alignment with inventory management
- Source for products
- Understand e-commerce logistics

Module 2: Visual and Creative Skills for Digital Marketing of an Online Store

- Understand the fundamentals of digital marketing
- Appreciate the importance of digital imaging and the use image-editing tools
- Understand visual and content marketing concepts
- Design and develop an online store in alignment with product page, category page and system management

Module 3: Operate a Store on e-Marketplace

- Manage backroom operations
- Manage platform policies, transactional processes and procedures
- Employ customer service tools
- Manage customer conflicts in accordance with e-Marketplace policies and regulations

Operational Programme

This programme develops the digital commerce operational talent pool with core competency in the areas of online operations, visual and content management as well as customer engagement. The knowledge and skills imparted will enable the operational team to implement and execute coherent day-to-day digital commerce to optimise business performance.

The 6-day programme comprises 2 modules:

Module 1: Establish a Team to Drive Digital Performance via Data-driven Operations

- Understand the e-business objectives
- Understand Pay-Per-Click optimisation
- Acquire free traffic through digital marketing tactics
- Perform retargeting and sales conversion optimisation
- Execute digital marketing activities
- Understand Cost-Per-Mille concept, search engine keyword strategy and conversion method
- Improve store ranking with search engine optimisation methodology
- Understand data-driven product positioning

- Identify and select hero products
- Evaluate data from store analytics to position product with followers (shopping cart, bookmarking, retargeting) to improve sales conversion
- Drive daily and seasonal promotional activities with e-coupons, gifts and discount codes
- Organise and implement campaign activities

Module 2: Approach to Online Store Design and Customer Service

- Understand the design elements of an online store
- Understand store value proposition and positioning leading to the design of store structure, brand value and page construction
- Use creative design elements in an online store
- Implement customer service in an online store
- Use techniques to execute pre-sales and post-sales customer service □ Manage fulfilments and conflicts

Managerial Elite Programme

This programme aims to develop Digital Managers with core competency in the area of data analytics, enabling them to operate and strategise their business operations effectively. The knowledge and skills imparted will enable Digital Managers to conceive content marketing strategies and design retargeting promotions to achieve breakthroughs in their existing online business and stand out among the industry competition.

The 5-day programme comprises 3 modules:

Module 1: Manage Holistic Digital Commerce

- Plan, implement and execute holistic e-business
- Assess e-commerce operational functions and processes
- Formulate product categories in alignment with digital marketing
- Perform strategic product selection and placement
- Evaluate Search Engine Marketing, Pay-Per-Click, Cost-Per-Mille to design and develop effective marketing strategies
- Develop social sales programmes to drive quality traffic for optimal conversion

Module 2: Manage Digital Marketing and Store Performance

- Develop marketing activities in relation to the mechanism of e-Marketplace
- Create store designs based on insights into customers' navigational behaviour for store front, product page and promotion landing page
- Employ imagery and content strategy to improve conversion rate
- Use search optimisation techniques to improve product sales
- Plan mobile responsive designs
- Optimise data analysis for homepage
- Develop customer engagement strategy to boost repeat purchases
- Create social bloggers, connect with store fans, devise social content strategy to heighten buzz and activities

Module 3: Manage Cross-Border Supply Chain

- Appraise the concept of cross-border e-commerce

- Evaluate the cross-border e-commerce model and developmental process
- Identify the growth drivers of cross-border e-commerce
- Develop a cross-border e-commerce supply chain
- Manage cross-border logistics
- Understand e-World Trade Platform initiatives