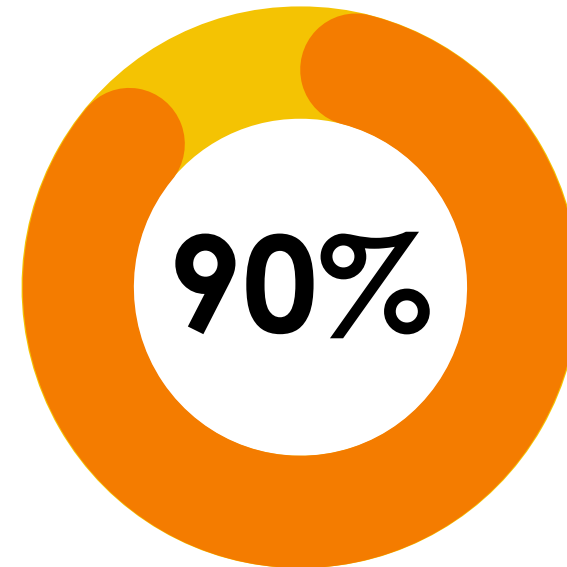


*Also known as*

**The Career Conversion Programme (CCP) for  
Design / Digital Marketing & Communications Professionals**

# Salary Support up to

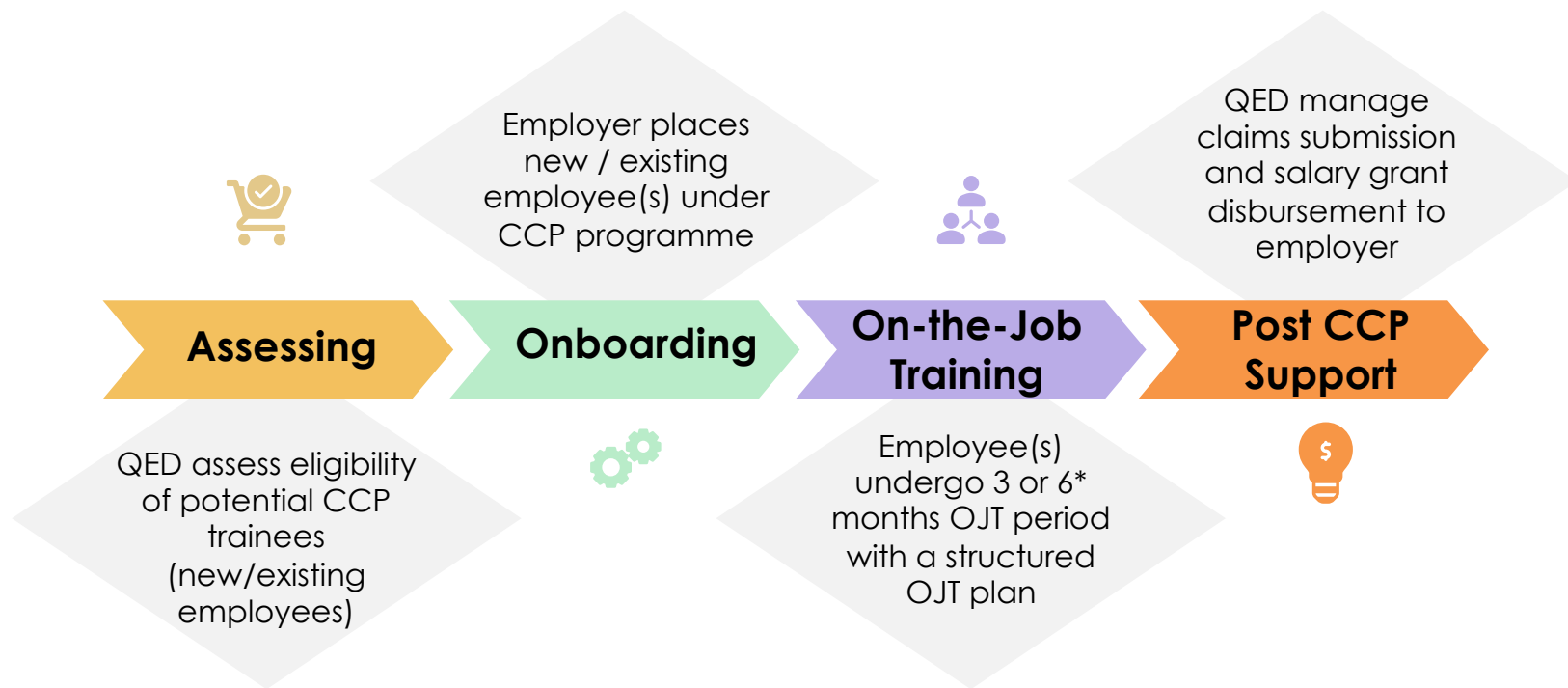


when you hire for a

**Design or Digital, marketing &  
communications role**

*However, as always, criteria and conditions  
will apply with government grants. Details ahead.*

# An Overview



- \* i) **Newly hired** employees are placed under **Career Conversion Programme**, and requires **6 months** of OJT Training period  
ii) **Existing employees** are placed under **Job Redesign Reskilling Programme**, and requires **3 months** of OJT Training period

# Funding Details

Type of Employee	Duration	Salary Support		Note
		Singaporeans & PRs Above 21 years old but below 40 years old	Singaporeans & PRs >= 40 years old OR At least 6 months unemployed*	
<b>New Hire (CCP)</b>	<b>6 months</b> On-the-Job Training	<b>6 months</b> <b>Up to 70%</b> of Fixed Monthly Salary#  Capped at payout of \$4,000/month	<b>6 months</b> <b>Up to 90%</b> of Fixed Monthly Salary#  Capped at payout of \$6,000/month	Must be a newly hired PMET (i.e. <u>not more than three (3) months</u> from date of employment)
<b>Job Redesign &amp; Reskilling (JRR)</b>	<b>3 months</b> On-the-Job Training	<b>3 months</b> <b>Up to 70%</b> of Fixed Monthly Salary#  Capped at payout of \$4,000/month	<b>3 months</b> <b>Up to 90%</b> of Fixed Monthly Salary#  Capped at payout of \$6,000/month	Must have least 1 year of employment service with existing company

#Fixed Monthly Salary refers to Basic Monthly Salary + Fixed Monthly Allowances

\*Based on candidate not receiving employer CPF contribution for 6 months or more, prior to CCP enrolment.

# FUNDING ELIGIBILITY

Candidate must be a Singaporean or PR aged 21 years and above

Candidate has graduated **OR** completed National Service for at least 2 years, whichever is later

Candidate must not have prior related working experience in **OR** Candidate with related working experience must be unemployed for at least 2 years

Must be hired on full-time employment with at least 12 months contract, minimum basic salary of **\$3,000**

Company must have the capability and capacity to provide related OJT for the candidate

Candidate must not be a shareholder of the CCP company, or its related companies

Candidate must not be related to the owner(s) of the CCP company

Candidate must not be immediate ex-staff of CCP company or its related companies

# CCP For Digital Marketing & Communications Professionals

## QUALIFYING JOB ROLES *(Examples)*

### Digital Marketing roles in...

- Digital Marketing
- Digital Communication
- Digital Campaign
- Integrated Marketing Communication
- Digital Media
- Digital Content
- Social Media
- SEO Specialist

### Digital Analytics & Customer Insights roles in...

- Social Community
- Customer Relationship
- Digital Analytics
- Digital Marketing Data
- Digital Data
- Customer Data Analytics

### Sales & Digital Communications roles in...

- Brand / Communications
- Digital Sales
- Sales & Digital Marketing
- Sales & Digital Communications
- Media & Communications
- Social Commerce
- E-commerce
- Sustainability Communications
- Growth Marketing

# CCP For Design Professionals

## QUALIFYING JOB ROLES *(Examples)*

### Designer / Lead Designer roles in...

- UX/UI
- Web Design
- Product Design
- Visual, Graphic Design
- Interaction Design
- Art Design

### Lead Service Designer roles in...

- Product
- Design Operations
- Creative Services
- Design & Innovation
- Design & Strategy
- Customer Experience
- Design & Implementation

### Product Manager roles in...

- UX/UI Product
- Design Product
- Product Development
- Creative Product
- Design Program
- Product Innovation
- Design & Development

### Design Researcher roles in...

- User Experience
- Customer Experience
- Design Thinking
- Interaction Design
- Usability Testing
- Insights Analyst

# THE PROCESS



## Step 1: Get On-board

- For Companies with New Hires:  
Email us at [ccp@qed.sg](mailto:ccp@qed.sg) with your **potential candidate's resume** and **details of the job role** (with Job title and Job Description)
- For Companies with Existing Employees:  
Email us at [ccp@qed.sg](mailto:ccp@qed.sg) with your **existing employee's JD** and **details of the Redesigned Job role** (Job title and Job Description)
- An initial review and assessment will be conducted to ascertain if funding criteria are met



## Step 2: Application + Training Plan

- **Submit Application forms** and **required supporting documents** for processing.
- QED will work with the employer/supervisor to draft the **3 or 6-month OJT training plan** (depending on programme type)



## Step 3: Start OJT Training and Receive Salary Support after completing CCP

- Officially join the DMC+ Talent Programme with salary support under the Career Conversion Programme funded by Workforce Singapore
- QED will track and submit all necessary funding claims for your Company after completing the OJT training period of 3 or 6 months.



## FOR COMPANIES WITH A NEW HIRE (CCP)

### Commitment from PARTICIPATING COMPANY

- Must have the knowledge and capacity to provide On-the-Job training for the candidate. *(A structured OJT blueprint will be provided for drafting of the training plan.)*
- Work with QED on all CCP-related administrative matters.

### Commitment from INDIVIDUALS/NEW HIRES

- Candidates to undergo 6 months of structured On-the-Job Training (OJT).
- Work with QED on all CCP-related administrative matters.

### Role of QED as Programme Manager

- To facilitate administrative processes for employing companies pertaining to onboarding of candidates and claims submission.

## FOR COMPANIES WITH EXISTING EMPLOYEES (JRR)

### Commitment from PARTICIPATING COMPANY

- Must have the knowledge and capacity to provide On-the-Job training for the candidate. *(A structured OJT blueprint will be provided for drafting of the training plan.)*
- Provide a Business Transformation Plan to justify the need for Job Redesign of employee(s). *(A template will be provided in the Application Form)*
- Work with QED on all CCP-related administrative matters.

### Commitment from EXISTING EMPLOYEE(S)

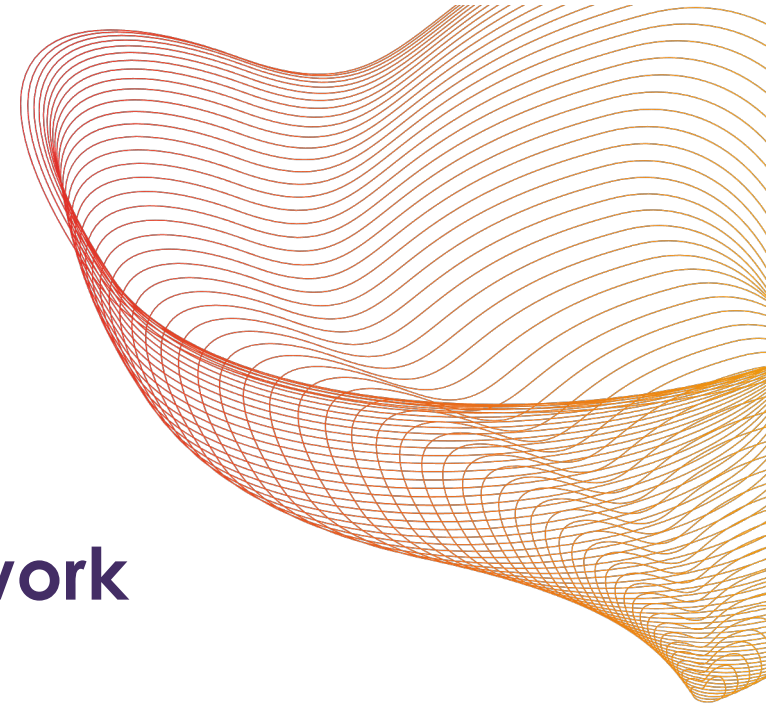
- Candidates to undergo 3 months of structured On-the-Job Training (OJT).
- Work with QED on all CCP-related administrative matters.

### Role of QED as Programme Manager

- To facilitate administrative processes for employing companies pertaining to onboarding of candidates and claims submission.

# The Structured OJT Framework and Training Plan

*What to expect during the On-the-Job training period*



# INDUSTRY-VALIDATED OJT FRAMEWORK



(Sample screenshot)

Approach	Aim	Suggested Learning Formats
A) Contextual Understanding	Providing background, contextual or historical information to help trainee get up to speed, and understand how the work area is connected to other roles, and the goals of the larger organisation can enable a quicker assimilation into the role and company culture	<ul style="list-style-type: none"> <li>• Catch up sessions with mentors/supervisors</li> <li>• Observing meetings/discussions/presentations</li> <li>• Reading/Reviewing past documents</li> <li>• Reading/Reviewing material for upcoming plans</li> </ul>
B) Subject Matter Exposure & Continuous Learning	Providing consistent exposure, encounters and engagement with the subject matter facilitates quicker learning	<ul style="list-style-type: none"> <li>• Participating in meetings/discussions/presentations about the subject matter</li> <li>• Shadowing a mentor/co-worker</li> <li>• Reading relevant industry news/research articles</li> <li>• Watching/Listening to industry podcasts/video tutorials</li> <li>• Attending industry conferences/networking events</li> <li>• Attending classroom training</li> </ul>
C) Application/ Execution & Review	Learning through actual hands-on involvement, or the delivering of tasks or tangible demonstration of ability, accompanied with review and measurement of success of the task/campaign to provide feedback for improvement and learning.	<ul style="list-style-type: none"> <li>• Developing of a proposal, report, presentation</li> <li>• Performing an analysis/critique/recommendation</li> <li>• Utilisation of a MarTech tool/solution</li> <li>• Involvement in a specific project with a clear role and responsibility</li> <li>• Execution of a marketing activity (eg: Creating a social media post/content calendar)</li> <li>• Reviewing the task/marketing activity/key metrics to gauge performance and achievement of KPIs</li> <li>• Providing feedback and areas of improvement to the employee</li> </ul>

# DETAILED TRAINING PLAN

(Sample screenshot)



S/N	Corresponding TSC(s)	Objective(s)	Detailed Activities (Recommended activities to be inserted here)	Proof of Completion for CCP Claim
4	Content Marketing Strategy	<ul style="list-style-type: none"> <li>Develop storyboards and message maps to ensure consistent messaging through content marketing.</li> <li>Develop plans to deliver targeted brand messaging through content, including content type, styles, modes and frequency of content delivery</li> </ul>	<p><u>A) Contextual Understanding</u></p> <ul style="list-style-type: none"> <li>Obtain an overview of the content marketing initiatives the company has previously undertaken, covering:</li> <li>Content channels and avenues across Paid, Owned &amp; Earned</li> <li>Messaging strategy and key messaging for various target audiences</li> <li>Frequency of engagement</li> </ul> <p><u>B) Subject Matter Exposure &amp; Continuous Learning</u></p> <ul style="list-style-type: none"> <li>Participate in the development or refinement of a content marketing strategy/plan</li> <li>Participate in the production of at least 3 different content formats where possible (eg: social media, EDM, online advertorial)</li> </ul> <p><u>C) Application/Execution &amp; Review</u></p> <ul style="list-style-type: none"> <li>Conceptualise content ideas to meet marketing objectives</li> <li>Map out storyboards as part of a content marketing strategy</li> <li>Define brand-specific messaging to guide storyboarding of content</li> <li>Identify content requirements based on evaluation of customers and potential customer preferences</li> <li>Collaborate with designers, researchers, product managers, product marketers and engineers to develop content for customer</li> </ul>	<p>OJT: [No. of hours]</p> <p>Trainee's Signature: _____</p> <p>Supervisor's Signature: _____</p> <p>[DD/MM/YY]</p>

CCP trainees required to fulfil OJT hours of  
**6 months = 960 hours (CCP)**  
**3 months = 480 hours (CCP)**



# FAQs



1. Is there any admin or processing fee that my company needs to pay?

**No upfront payable fees** at all. QED will undertake the administrative process for employing companies at no charge.

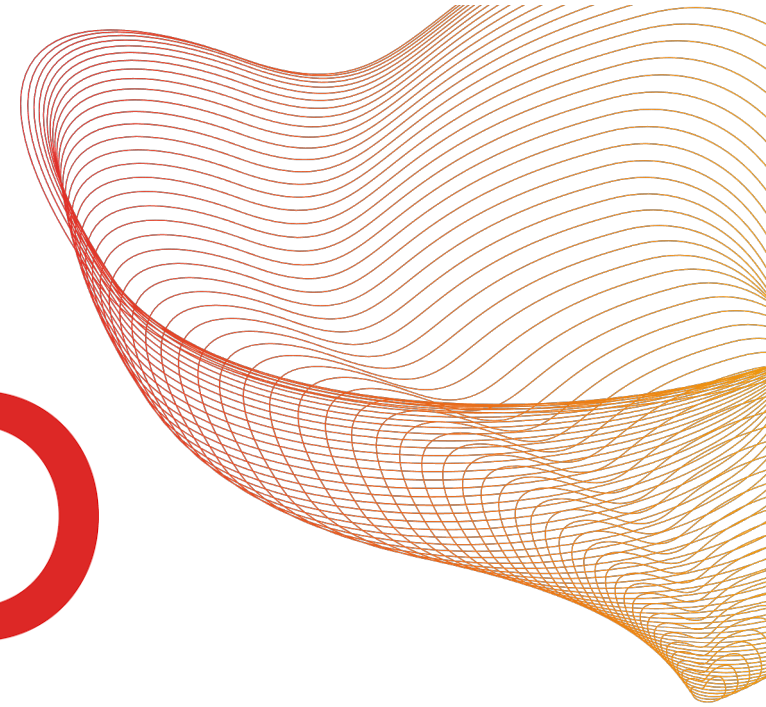
2. What happens in the unfortunate event that the employment is **terminated/resignation midway** in the programme?

Salary support will be **pro-rated** up till the employee's last day of employment or OJT completion date, whichever is earlier.

3. My potential employee turns 40 this year, but her birth month is in December. Does she still qualify for Enhanced Funding?

Yes, she will qualify for Enhanced Funding. The age of employee is based on birth year, at time of CCP application.

# In Partnership With



# For More Information

Visit [dmctalent.com](http://dmctalent.com) or email us at [ccp@qed.sg](mailto:ccp@qed.sg)

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