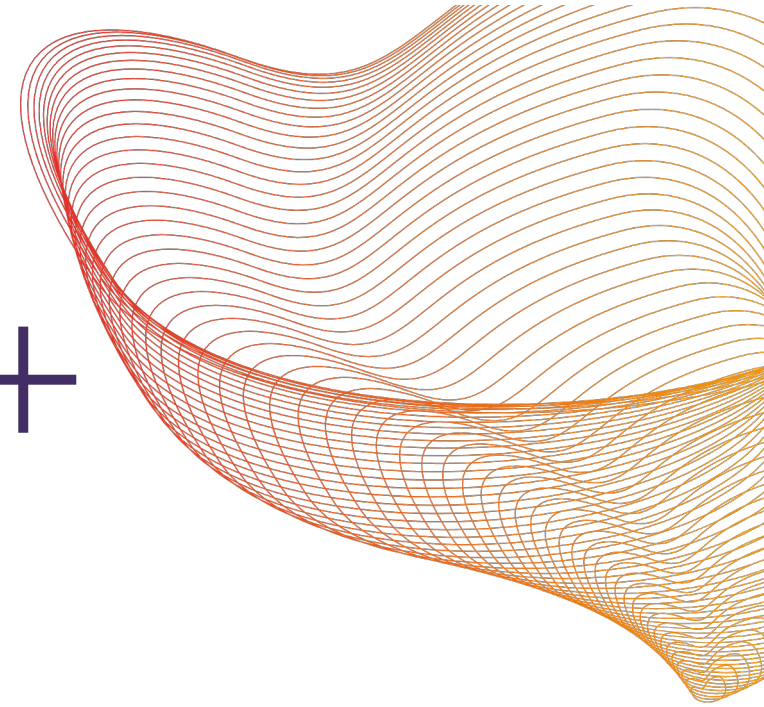


# THE DMC+ TALENT PROGRAMME

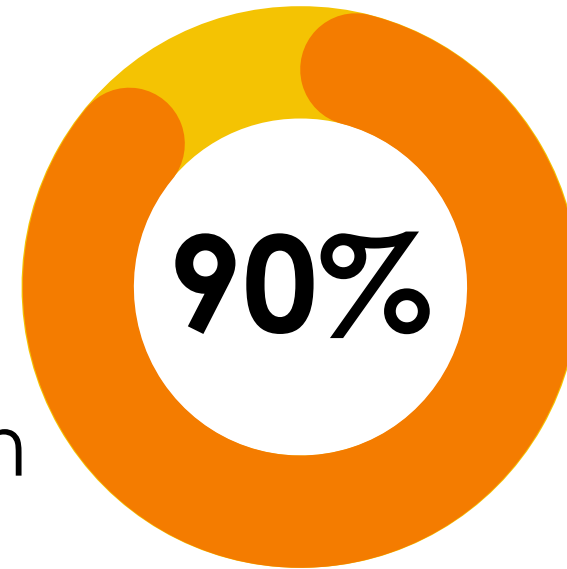


*Also known as*

**The Career Conversion Programme (CCP) for**

- **Digital Advertising & Marketing Professionals**
- **Design Professionals**
- **Professional Executives**

# Salary Support up to

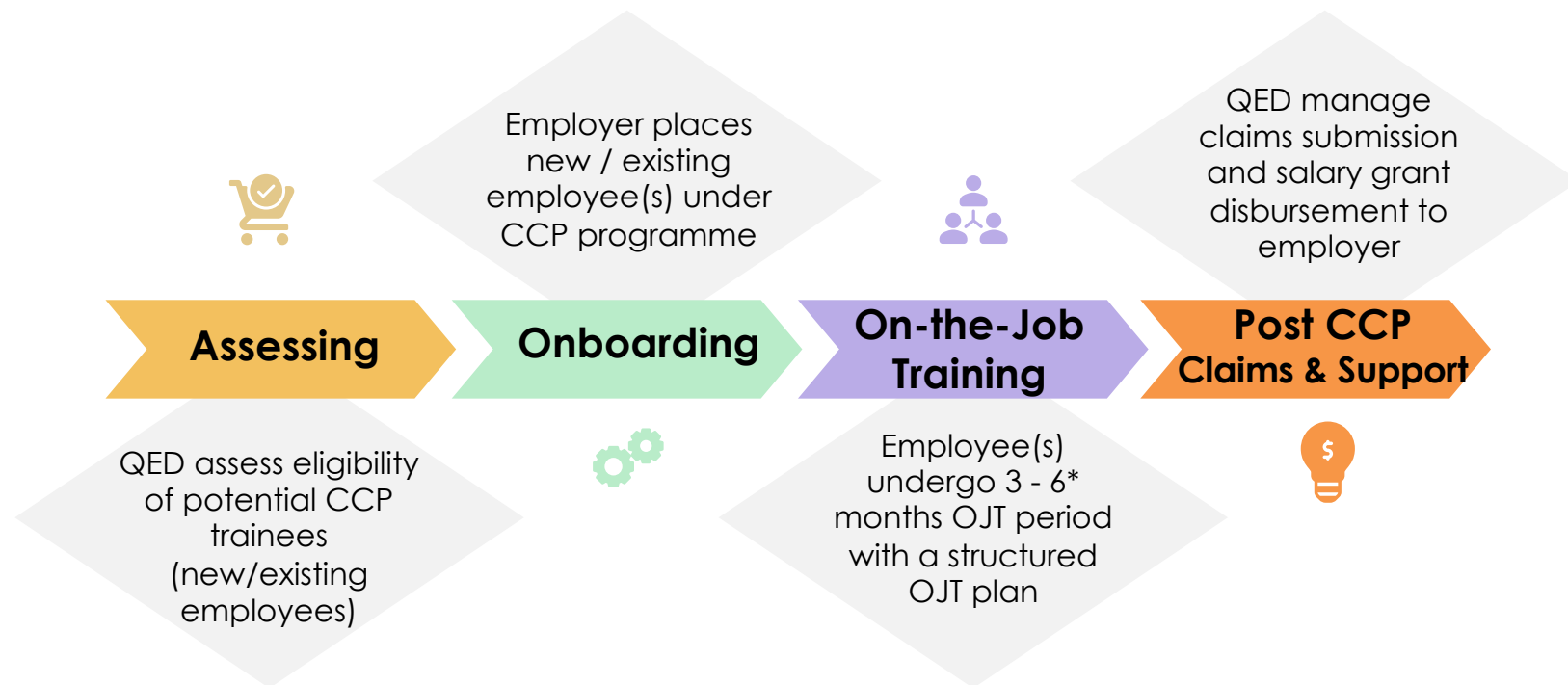


when you hire for a role in

- Design
- Digital Advertising & Marketing
- Professional Executives

*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 **up to 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

# 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.

\*\* Refers to Job Redesign Reskilling programme

Type of CCP	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*	
Digital Advertising & Marketing Professionals	New Hires (CCP)	6 months On-the-Job Training	<b>6 months Up to 70%</b> of Fixed Monthly Salary#  Capped at payout of \$5,000/month	<b>6 months Up to 90%</b> of Fixed Monthly Salary#  Capped at payout of \$7,500/month	Must be a newly hired PMET (i.e. <u>not more than three (3) months</u> from date of employment)
	Existing Employees (JRR**)	3 months On-the-Job Training	<b>3 months Up to 70%</b> of Fixed Monthly Salary#  Capped at payout of \$5,000/month	<b>3 months Up to 90%</b> of Fixed Monthly Salary#  Capped at payout of \$7,500/month	Must have least 1 year of employment service with existing company
Professional Executives	New Hires (CCP)	4 months On-the-Job Training	<b>4 months Up to 70%</b> of Fixed Monthly Salary#  Capped at payout of \$5,000/month	<b>4 months Up to 90%</b> of Fixed Monthly Salary#  Capped at payout of \$7,500/month	Must be a newly hired PMET (i.e. <u>not more than three (3) months</u> from date of employment)

# 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

Candidate must be hired on a full-time employment with at least 12 months contract, minimum basic salary of:

- **\$3,000** (For Design/Professional Executives roles) **Or**
- **\$3,500** (For Digital Marketing roles)

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 Advertising & Marketing Professionals

## QUALIFYING JOB ROLES *(Examples)*

### Brand Development & Management roles in...

- Marketing
- Brand Management
- Commercial Management
- Product Development
- Brand/Communications
- Integrated Marketing Communications
- Media & Communications
- Sustainability Communications

### Consumer Insights & Market Intelligence roles in...

- Consumer & Market Insights
- Planning & Forecasting
- Market Intelligence
- Performance Marketing
- UX Research
- Social Media Research
- Content Research
- Customer Data Analytics
- Digital Analytics & Customer Insights
- Consumer Insights
- Customer Relationships

### Customer Experience & Design/Innovation roles in...

- Product Management
- Graphics / Web Design
- 3D Visualization
- UX/UI Design
- Interaction Design
- Customer Experience Architecture
- Design Innovation
- Social Community Management
- Digital Communication

### Digital Marketing roles in...

- Growth Marketing
- Digital Campaign
- Digital Content Creation
- Integrated Marketing
- SEO/SEM
- Social Media Marketing
- Digital Copywriting
- Ecommerce
- Digital Sales
- Media & Communications
- Sustainability Communications

### Data Management & Analytics roles in...

- Data Management
- Data Analytics
- Ecommerce Data
- Data Marketing Cloud Management
- Predictive Analytics

# 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

# CCP For Professional Executives

## QUALIFYING JOB ROLES *(Examples)*

### Business Support Job Roles in...

1. Administration
2. Operations
3. Business Development
4. Sales & Marketing
5. Project Management

### 1. Administration roles

with at least 1 Digital / AI-enhanced skillset

E.g Software tools like Microsoft Office, Google Suite, Chatbots and other productivity tools

### 2. Operations roles

with at least 1 Digital/AI-enhanced skillset

E.g Utilizing tools like Customer relationship management (CRM) system

### 3. Business Development roles

with at least 1 Digital / AI-enhanced skillset

E.g Using Advanced excel and Power BI to do data reporting, mining and forecasting

### 4. Sales & Marketing roles

with at least 1 Digital / AI-enhanced skillset

E.g Tapping on Google Analytics to measure and analyse website traffic, engagement and user

### 5. Project Management roles

with at least 1 Digital / AI-enhanced skillset

E.g Smartsheet that allows teams to automate workflows, track projects and manage tasks



# THE PROCESS

## Step 1: Get Onboard



- **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, 4 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 to 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 4 or 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 – Digital Marketing & Communications Professionals)



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 (JRR)**



# DETAILED TRAINING PLAN

(Sample screenshot – Design Professionals)

S/N	A) Technical Skills and Competencies	B) Knowledge	C) List of Activities / Abilities	D) Mode of Training (Cross the boxes which are most relevant and indicate the corresponding hours in the next column)	E) No. of days/weeks used
25	Visual Communication	<ul style="list-style-type: none"> <li>• Elements of typography, logos, other visual communication design, and information design</li> <li>• Best practices in visual communication</li> <li>• Uses of relevant design software packages</li> <li>• Colour fundamentals and forms</li> <li>• Techniques for analysing aesthetics</li> </ul>	<p><u>A) Contextual Understanding</u></p> <ul style="list-style-type: none"> <li>• Obtain an overview of visual communication projects/tasks required in the organisation</li> <li>• Review past project documents involving visual communication design</li> </ul> <p><u>B) Subject Matter Exposure &amp; Continuous Learning</u></p> <ul style="list-style-type: none"> <li>• Observe/participate in visual communication related meetings/discussions</li> <li>• Shadow a coworker on how they undertake visual communication projects/tasks</li> <li>• Review related material                             <ul style="list-style-type: none"> <li>○ <a href="https://www.techsmith.com/blog/why-visual-communication-matters/">https://www.techsmith.com/blog/why-visual-communication-matters/</a></li> </ul> </li> </ul> <p><u>C) Application/Execution &amp; Review</u></p> <ul style="list-style-type: none"> <li>• Supervise visual communication tasks/projects while providing guidance and constructive feedback (e.g.: Spearhead development of visual communication outputs by integrating media, materials, processes, and the environment. Create storyboards and</li> </ul>	<p><input type="checkbox"/> On-The-Job Training (OJT)</p> <p><input type="checkbox"/> Classroom Training/ Blended Training (CT/BT)</p> <p><input type="checkbox"/> In-house</p> <p><input type="checkbox"/> External Provider: <u>Please specify</u></p> <p><input type="checkbox"/> Others: <u>Please specify</u></p>	

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



# DETAILED TRAINING PLAN

(Sample screenshot – Professional Executives)



(i) No.	(ii) Corresponding Skills / Competencies / Knowledge	(iii) Objective(s)	(iv) Detailed Activities	(v) No. of hours/days completed (Cross the boxes which are most relevant and indicate the corresponding hours in the next column)
1	Customer Behaviour Analysis	<ul style="list-style-type: none"> <li>Key facts and profiles of target customers</li> <li>Cultural aspects of the target customers</li> <li>Characteristics of target customers' personas</li> </ul>	<ul style="list-style-type: none"> <li>Gather information pertaining to target customers in accordance with research frameworks</li> <li>Consolidate information gathered through data collection processes</li> <li>Maintain integrity of data collected</li> <li>Prepare graphical representations of data patterns</li> <li>Prepare reports to present data and document information in a systematic manner</li> <li>Support the conduct of data analysis</li> </ul>	<p>Total OJT: [No. of hours / weeks]</p> <p><input type="checkbox"/> On-The-Job Training (OJT)</p> <p><input type="checkbox"/> Classroom Training/ Blended Training (CT/BT)</p> <p><input type="checkbox"/> In-house</p> <p><input type="checkbox"/> External Provider: <u>Please specify</u></p> <p><input type="checkbox"/> Others: <u>Please specify</u></p> <p>Trainees Signature</p>

CCP trainees required to fulfil OJT hours of  
**4 months = 640 hours**

## Required in OJT plan:

- Minimum of 1 Digital Skill Competency is required in job function
- Recommended to have at least 6 Skills/Competencies/Knowledge in OJT plan





# 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.

## For More Information

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

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