BACKGROUND

Sector	Infocomm Technology (ICT)
Industry Overview *(Brief description of the sector)*	The Infocomm Technology (ICT) sector continues to play a key role in Singapore's economic development. According to the IMDA's Annual Survey on Infocomm Media Manpower for 2019, the number of ICT professionals employed grew by 8,100 (4.3%) from 2017 to reach 197,500 in 2018. Together with 18,700 Infocomm job vacancies, total demand of Infocomm professionals increased by 6.7% from 2017 to reach 216,200 in 2018. Demand for Infocomm professionals is projected to grow by another 61,600 in the next 3 years (2019 – 2021). Singapore is poised to become the world's first Smart Nation which aims to develop Singapore's capabilities in pervasive connectivity, and build new infrastructure and common technical architecture to enable citizens, businesses and government agencies to leverage technology to make lives better. This initiative would increase the demand for ICT professionals in the areas of Software and Applications, Network and Infrastructure and Critical Emerging Technology (such as Business Analytics and Cyber Security).

JOB DETAILS

Job Title *(Upon Completion Of Programme)*	Digital Marketing Specialist
Nature Of Job	• Partake in the conceptualisation and plan advancement of IMC programmes for the business and additional detailed lines of product and services. • Recognise target customer profile portions, showcase fragments and potential promoting blend for IMC programme • Consolidate execution data information of IMC programmes • Oversee the implementation of IMC programmes against arranged timeframe. • Enhance and optimise content and marketing materials on different digital channels based on the stages to relevant audience • Ensure consistency of IMC programme concept design, with the key message dispatched though digital omni channel marketing solutions in an orderly manner

	- Establish market audience and identify buy persona based on the product revenue stream - Collating data with analytic tools to identify competitor's product positioning, placement and pricing strategies - Examine methodically and in detail with data to provide visual dashboards to showcase market insights - Examine methodically and in detail with customer behavioural data to provide recommendation and optimised customer experience. - Analyse data in detail of customer's behavioral pattern, map with the market requirements and competitor's implementation - Review and optimise data collected on market needs analysis with customer's behavioral pattern to increase products or service demands. - Conduct viability analysis to propose optimisation of marketing efforts - Analyse the collected feedbacks in structured data format to provide the product or services outcome. - Conduct a preliminary analysis to identify if the market demand is higher than supply or if the product or services have a distinct UVP advantage. - Provide an architecture test bed based on the sales and technology teams feedback. - Examine methodically and in detail with test data of the product to provide recommendation and optimisation with the technology teams.
Monthly Gross Salary	$4,000* *Starting salary will differ with skills, experience and qualifications.*
Job Requirements	NA

COURSE DETAILS

Programme Name	**PCP for Digital Marketing Specialist**
Programme Overview	Lithan's Professional Diploma in Digital Marketing qualification course is a specialist level qualification which enables the learner to acquire expertise in Digital Marketing Strategy and Execution. A learner will be able to identify and analyse prospects, select appropriate digital marketing channels for generating a plan, implement and monitor various digital marketing campaigns to offer their products and services. The course enables the learner to acquire the skills required to monitor the marketing campaigns using Google Analytics and Face

book and quickly adapt their campaigns to the real time online behaviour of prospects and make their campaigns more effective.

Module 1: Digital Marketing Fundamentals

By the end of this module, the learner should be able to gain the following knowledge:

- Fundamentals of digital marketing
- Various channels for digital marketing
- Social Media and Content Marketing concepts
- Paid advertising on social media and search engine
- Principles of SEO and characteristics of effective landing pages
- Basic Google Analytics

By the end of this module, the learner should be able to apply the following skills:

- Set up social media pages for business
- Create buyer personas for target audience
- Create a marketing and content plan
- Create landing pages
- Set up and execute PPC campaign in Google Ads and Facebook

Module 2: Digital Marketing Analytics

By the end of this module, the learner should be able to gain the following knowledge:

- Create marketing & campaign plans
- Customer journey map and customer lifecycle
- Google Analytics reports, dashboards and various Analytics features used to improve campaigns and website
- Understand the key metrics to monitor in a measurement plan
- Understand customer engagement and behaviour on your website
- Conversion Rate Optimisation Process & Implementation

By the end of this module, the learner should be able to apply the following skills

- Create a marketing strategy and plan
- Create effective landing pages and optimise them for conversion
- Develop plans for customer acquisition and engagement for all stages of the customer lifecycle
- Create and set up dashboards, custom segments, goals and multi-channel funnels in Google Analytics to enable analysis and optimisation of campaigns
- Analyse content and provide recommendations on improving customer engagement

Module 3: Social Media Marketing Tools and Techniques

By the end of this module, the Learner should be able to gain the following knowledge:

- Processes to establish a sustainable presence on Facebook and Instagram
- Social media strategy and planning
- Social media content creation for your brand
- Effective social media practices on various networks
- Influencer Marketing
- Overview of Social media marketing tools for social listening and social media management

By the end of this module, the Learner should be able to apply the following skills:

- Create content for customer acquisition, nurturing, conversion and engagement
- Create, execute and monitor ad campaigns on Facebook, Instagram and other social media channels
- Create retargeting campaigns
- Automate social media campaigns using campaign automation tools
- Use social listening tools
- Use social media analytics tools for analysing visitor behaviour & conversions and to optimise campaign performance

Module 4: SEO and SEM

By the end of this module, the learner should be able to gain the following knowledge:

- On-page and off-page optimisation for websites
- Role of content marketing in SEO
- Google Ads advanced features
- Create innovative search strategies
- Display, mobile and Video Ads campaigns
- Remarketing campaigns
- Campaign analysis

By the end of this module, the learner should be able to apply the following skills:

- Implement on page and off page optimisation
- Use various SEO tools to conduct competitive SEO analysis
- Execute, monitor and optimise paid search, display, video and mobile campaigns
- Include extensions in your ads
- Create remarketing lists
- Analyse Google Ads campaign effectiveness with Google Analytics

Module 5a: Content Marketing

By the end of this module, the learner should be able to gain the following knowledge:

- Methodology to create a content marketing plan
- Identify target customer groups and determine content objectives for all stages of the customer lifecycle
- Best practices of companies using content for inbound marketing
- Overview of email and content marketing tools for content creation, management & promotion
- Design and create effective email campaigns for lead nurturing using email marketing tools
- Analyse data to improve on content performance, distribution of content and customer engagement

By the end of this module, the learner should be able to apply the following skills:

- Create and execute email and content marketing strategy and plan
- Create and promote content for lead generation, nurturing, conversion and engagement
- Create lead magnets and content upgrades to build subscriber lists
- Segment and create targeted email campaigns, using Mailchimp or Activ Campaign for all stages of customer lifecycle
- Use Google Analytics to understand effectiveness and recommend improvements in content

Module 5b: Video Content Planning and Optimisation

By the end of this module, the learner should be able to gain the following knowledge:

- Video content and film styles
- Video content plan creation
- Fundamentals and stages of video production
- Techniques in filming and editing
- Distribution channels for video content
- YouTube advertising

By the end of this module, the learner should be able to apply the following skills:

- Create a video content strategy
- Create a YouTube channel and optimise it for SEO
- Complete all stages in producing a film – budget, creating script & storyboard, producing and post production
- Set up and execute an ad campaign on YouTube
- Measure key metrics for content and campaign performance

Module 6: Digital Marketing Capstone

By the end of this module, the learner should be able to:

	- Create a Digital Marketing Plan - Create social media channels - Create a content marketing plan - Plan, implement and monitor a Google Ads Search campaign - Plan, implement and monitor a Facebook Ads campaign and campaigns on relevant social media channels - Plan, implement and monitor an Email Marketing campaign - Analyse and optimise campaigns and website using Google Analytics
Qualification / Certificate Name	NICF-Diploma in Digital Marketing

Course Pre-Requisites
 	
(e.g.: Academic qualifications, prior experience, etc.)
	Interested individuals and employers need to meet the following criteria:
	
	Individuals
	
	The Programme is open to all company-sponsored applicants who meet the following General Eligibility Criteria:
	
	- Singapore Citizen (SC) or Permanent Resident (PR);
	- Minimum 21 years old;
	- Graduated or completed National Service, whichever is later, at least two years prior at the point of application
	- Not in a same job role prior to joining the PCP;
	- New hires should be hired for not more than three months;
	- New hires must not be in the same job role prior to joining the PCP;
	- New hires must not be a shareholder of the PCP company, or its related companies;
	- New hires must not be related to the owner(s) of the PCP company; and
	- New hires must not be immediate ex-staff of PCP company or its related companies.
	
	Course-Specific Entry Criteria:
	
	- Enrolment for the PCP is subject to employer's selection based on job requirements, and hiring process that may include screening tests and interviews.
	- Enrolment for the PCP is subject to course pre-requisites.
	
	Employers
	
	- Be registered or incorporated in Singapore;
	- Ensure that new hires cannot be:
	  - A shareholder of the PCP company, or its related companies;
	  - Related to the owner(s) of the PCP company; and
	  - Immediate ex-staff of PCP company or its related companies;

	• Offer a full-time PMET position employment contract on permanent terms or on contract terms that are no less than one (1) year; • Be committed to work with WSG and its appointed Programme Manager on the necessary administrative matters related to the PCP; • Offer employment directly related to the job which the PCP is for, with remuneration that is aligned with the market rate; and • Commit to the PCP training arrangements for the trainees.

APPLICATION DETAILS

How To Apply For The Programme	**Applicants** Interested applicants can visit www.wsg.gov.sg/pcp to apply. Suitable applicants will be shortlisted by participating employers for interview before embarking on the programme. **Employers** Interested employers can contact Lithan Academy (Programme Manager) to register as participating companies. Email: **info@lithan.com**