

BACKGROUND

Sector	Infocomm Technology (ICT)
Industry Overview <i>(Brief description of the sector)</i>	<p>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).</p> <p>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).</p>

JOB DETAILS

Job Title <i>(Upon Completion Of Programme)</i>	Infocomm Sales and Marketing Specialist
Nature Of Job	<ul style="list-style-type: none">• Develop a business development plan for sales team with critical success factors and targets.• Oversee the development of campaigns, social media presence, seminars, forums, web-site content and case studies.• Update business development strategies in line with market and industry trends.• Research potential clients, existing and new markets, products and services to identify new business opportunities• Identify new business opportunities for growing revenue, diversifying business streams, and strengthening market position• Present business trends and its impact on new products and/or services, and distribution channel

	<ul style="list-style-type: none"> • Develop IMC plans for the organisation's products and services • Develop go-to-market product positioning strategy and roadmaps for new and/or enhanced products and services • Analyse market segments to develop new target customers • Provide suggestions to enhance marketing strategy • Determine implications on the business and marketing activities from market, competitor and client insights • Ensure the application of data-driven insights to guide the development of marketing plans and activities • Develop recommendations to generate and/or increase demand of products based on market and client insights
Monthly Salary	Gross \$4,000* <i>*Starting salary will differ with skills, experience and qualifications.</i>
Job Requirements	NA

COURSE DETAILS

Programme Name	PCP for Infocomm Sales & Marketing
Programme Overview	<p>Lithan's Professional Diploma in Digital Business qualification course bundles Infocomm Sales & Marketing under the Skills Framework provide learners with the knowledge and skills to become a Digital Sales and Marketing Specialist.</p> <p>The learner will learn how to define and use Product-Market Fit Matrix, segment the markets and customers, identify channels, define and refine go to market (GTM) strategy and prepare a product branding and marketing strategy. The learner will also identify suitable digital marketing channels for GTM, prepare a digital marketing strategy and execute the campaigns.</p> <p>The learner will also learn how to manage lean and global sales teams, as well as apply relevant and suitable best practices to the Digital Sales and Marketing function.</p> <p><u>Module 1: Agile Venture Creation</u></p> <p>By the end of this module, the learner should be able to gain the following knowledge:</p> <ul style="list-style-type: none"> ▪ Understand Business model design using Lean Canvas methodology ▪ Learn Go-to-Market Strategies and channel development ▪ Understand how to determine financial viability ▪ Analyse and plan approaches in outsourcing strategies <p>By the end of this module, the learner should be able to apply the following skills:</p>

- Design and deliver an investor brief pitch presentation
- Craft a comprehensive investor ready business plan
- Determine relevance of revenue models for your organisation

Module 2: Solution Sales

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

- Understand what Customer Personas are
- Understand how to improve sales performance using the Sales Canvas
- Understand how to create Unique Value Proposition for product/services positioning
- Understand Customer Buying journey and anticipate objections
- Understand how to prepare sales scripts for different phases of selling
- Understand the importance of differentiated sales approaches for better customer engagement

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

- Define specific Customer Personas
- Create a comprehensive one page summary of sales strategy using Sales Canvas
- Craft an effective Sales Presentation
- Create sales scripts for different phases of selling
- Craft a customised sales kit for your organisation

Module 3: Digital Marketing Fundamentals

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

- Understand the fundamentals of digital marketing
- Understand the various channels in digital marketing
- Understand the fundamentals of content marketing
- Understand the fundamentals of social media marketing
- Learn the principles of SEO and understand effective landing pages and basic analytics
- Learn about using Google Adwords for search engine marketing and Facebook for advertising

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

- To create a brand strategy
- To set up and optimise social media pages for business
- To create an editorial calendar for content
- To create landing pages. Create a customised URL for tracking campaigns
- To set up and execute search campaigns in Google Adwords and ad campaigns in Facebook.
- Create effective ads
- To analyse campaign data in Google Analytics to optimise campaigns

Module 4: Digital Marketing Analytics

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

- Understand the components of a business and marketing strategy and plan

	<ul style="list-style-type: none"> ▪ Understand the customer journey map ▪ Understand customer lifecycle ▪ Understand the various tools available for marketing automation ▪ Understand Google Analytics reports, dashboards and various features for reporting and analysing to improve campaigns and website ▪ Understand the various tools, processes and tests for Conversion Rate Optimisation <p>By the end of this module, the learner should be able to apply the following skills:</p> <ul style="list-style-type: none"> ▪ To create a marketing strategy and plan ▪ To create effective landing pages and optimise for conversion ▪ To develop plans for customer acquisition and engagement for all stages of the customer lifecycle ▪ To create dashboards, custom segments, set up goals and use multi-channel funnels in Google Analytics <p><u>Module 5: Digital Business Insights</u></p> <p>By the end of this module, the learner should be able to gain the following knowledge:</p> <ul style="list-style-type: none"> ▪ Understand the different kinds of business models adopted by various tech enterprises ▪ Understand how exemplary tech enterprises have planned product marketing strategy ▪ Understand how exemplary tech enterprises have planned MVP strategy ▪ Understand how exemplary tech enterprises have planned Digital Marketing strategy ▪ Understand how exemplary tech enterprises have executed Facebook, email and content marketing campaigns <p>By the end of this module, the learner should be able to apply the following skills:</p> <ul style="list-style-type: none"> ▪ Opt for a business model that is suitable for them ▪ Plan their own product marketing strategy ▪ Plan their own MVP strategy ▪ Plan their own digital marketing strategy ▪ Execute their own Facebook, email and content marketing campaigns <p><u>Module 6: Digital Business Capstone</u></p> <p>By the end of this module, the learner should be able to:</p> <ul style="list-style-type: none"> ▪ Finalise their Business Plans ▪ Finalise their Sales Decks ▪ Finalise their MVP Design strategies
Qualification / Certificate Name	NICF-Diploma in Digital Business
Course Pre-Requisites <i>(e.g.: Academic qualifications,</i>	<p>Interested individuals and employers need to meet the following criteria:</p> <p><u>Individuals</u></p>

<p>prior experience, etc.)</p>	<p>The Programme is open to all company-sponsored applicants who meet the following General Eligibility Criteria:</p> <ul style="list-style-type: none"> • 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. <p>Course-Specific Entry Criteria:</p> <ul style="list-style-type: none"> • 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. <p><u>Employers</u></p> <ul style="list-style-type: none"> • Be registered or incorporated in Singapore; • Ensure that new hires cannot be: <ul style="list-style-type: none"> ○ 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

<p>How To Apply For The Programme</p>	<p><u>Applicants</u></p> <p>Interested applicants can visit www.wsg.gov.sg/pcp to apply. Suitable applicants will be shortlisted by participating</p>
--	--

	<p>employers for interview before embarking on the programme.</p> <p><u>Employers</u></p> <p>Interested employers can contact Lithan Academy (Programme Manager) to register as participating companies.</p> <p>Email: info@lithan.com</p>
--	--