

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 Survey on ICT 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 ICT job vacancies, total demand of ICT professionals increased by 6.7% from 2017 to reach 216,200 in 2018. Demand for ICT professionals is projected to grow by another 61,600 in the next three years (2019 – 2021). ICT also supports other sectors such as healthcare, education and financial services by strengthening their business capabilities and enabling manpower-lean transformation.</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>	The trainee will be trained in one of the following: <ol style="list-style-type: none">1. Salesforce Administrator2. Salesforce Sales Cloud Consultant3. Salesforce Sales & Service Cloud Consultant4. Salesforce Marketing Cloud Consultant5. Salesforce Platform Developer
Nature Of Job	<ol style="list-style-type: none">1. Salesforce Administrator job role comprises the following activities:<ul style="list-style-type: none">• Assist with data quality projects, including developing automated data cleansing routines and data clean up• Develop and deliver end user training• Implement systems security and integrity controls• Troubleshoot email campaigns, workflows, approval cycles, or auto-responders that generate excessive bounced mails

Nature Of Job

- 2. Salesforce Sales Cloud Consultant** comprises the following activities:
 - Support the Sales team to create solutions for prospects and customers
 - Assist, develop and/or deliver customised sales process solutions (including solution concepts), to bring value to the support teams and key decision makers to address their business issues and needs
 - Coordinate and/or lead the entire solution cycle through close collaboration with other high performing teams
- 3. Salesforce Sales & Service Cloud Consultant** comprises the following activities:
 - Support the Sales & Service team to create solutions for prospects and customers
 - Assist, develop and/or deliver customised sales process, customer service and support solutions (including solution concepts), to bring value to the support teams and key decision makers to address their business issues and needs.
 - Coordinate and/or lead the entire solution cycle through close collaboration with other high performing teams
- 4. Salesforce Marketing Cloud Consultant** comprises the following activities:
 - Support the Marketing Operations Manager and other key stakeholders on the development of new processes and procedures to ensure email quality, successful delivery, and click-ability
 - Collaborate with key stakeholders to implement ad hoc emails or automation for marketing campaigns and programmes, and lead generation campaigns
 - Manage and service business users to ensure accurate ad trafficking and quality control across multiple website properties
- 5. Salesforce Platform Developer** comprises the following activities:
 - Support requirements analysis, formulation of specifications and definition of delivery platforms for applications
 - Develop customised solutions within the Salesforce platform to support critical business functions and meet project objectives, client requirements and company goals
 - Prepare test data, plan and conduct module and application testing
 - Deploy applications according to specifications
 - Maintain, fix bugs and update of existing applications

Monthly Gross Salary	\$2,800 - \$3,500 (Estimate starting salary for entry-level)
Job Requirements	Enrolment for the PCP is subject to employer's selection based on job requirements and hiring process that may include screening tests and interviews.

COURSE DETAILS

Programme Name	Professional Conversion Programme for Salesforce Platform Professionals
Programme Overview	<p>The Professional Conversion Programme (PCP) for Salesforce Platform Professionals enables the trainee to acquire competencies for Salesforce platform.</p> <p>The trainee will be trained for the following modules based on the job role:</p> <ol style="list-style-type: none"> 1. Salesforce Administrator <ul style="list-style-type: none"> • Salesforce Fundamentals for Business Administration Specialists (BSX-101) • Administration Essentials for New Admins in Lightning Experience (ADX-201) • Certification Preparation for Administrator (CRT-101) 2. Salesforce Sales Cloud Consultant <ul style="list-style-type: none"> • Salesforce Fundamentals for Business Administration Specialists (BSX-101) • Administration Essentials for New Admins in Lightning Experience (ADX-201) • Certification Preparation for Administrator (CRT-101) • Sales Cloud Administration (ADM-251) • Certification Preparation -Sales Cloud Consultant (CRT-251) 3. Salesforce Sales & Service Cloud Consultant <ul style="list-style-type: none"> • Salesforce Fundamentals for Business Administration Specialists (BSX-101) • Administration Essentials for New Admins in Lightning Experience (ADX-201) • Certification Preparation for Administrator (CRT-101) • Sales Cloud Administration (ADM-251) • Certification Preparation -Sales Cloud Consultant (CRT-251) • Service Cloud Administration (ADM-261) • Certification Preparation - Service Cloud Consultant (CRT-261)

<p>Programme Overview</p>	<p>4. Salesforce Marketing Cloud Consultant</p> <ul style="list-style-type: none"> • Salesforce Fundamentals for Business Administration Specialists (BSX-101) • Essentials for Marketing Cloud Email Marketers (EEB-101) • Getting Started with Journey Builder (JB-101) • Marketing Cloud Connect Essentials (MCC-201) • Certification Preparation for Marketing Cloud Connect Consultants (CRT-550) <p>5. Salesforce Platform Developer</p> <ul style="list-style-type: none"> • Salesforce Fundamentals for Business Administration Specialists (BSX-101) • Programmatic Development Using Apex and Visualforce (DEV-450) • App Builder (DEX-402)
<p>Qualification / Certificate Name</p>	<p>N.A. <i>(Trainee will undergo relevant certification preparation and could take Salesforce certifications at own pace.)</i></p>
<p>Full-Time / Part-Time</p>	<p>Full-Time</p>
<p>Duration Of Programme</p>	<p>6 Months</p>
<p>Course Pre-requisites</p>	<p>Interested individuals and employers need to meet the following criteria.</p> <p><u>Individuals</u></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

	<p>processes that may include screening tests and interviews.</p> <p><u>Employers</u></p> <ul style="list-style-type: none"> • 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; • Offer employment directly related to the job which the PCP is for, with remuneration that is aligned to the market rate; • Commit to the PCP training arrangements for the trainees; and • Be committed to work with WSG and SGTech on the necessary administrative matters related to the PCP.
<p>Frequency of Runs</p>	<p>Regular (Monthly/Quarterly)</p>

APPLICATION DETAILS

<p>How To Apply For The Programme</p>	<p><u>Applicants</u> 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.</p> <p><u>Employers</u> For employers, please contact SGTech (Programme Manager) to register as participating companies.</p>
<p>Programme Manager Details</p>	<p>SGTech 79 Ayer Rajah Crescent #02-03/04/05 Singapore 139955 www.sgtech.org.sg Email: pcp@sgtech.org.sg</p>
<p>Training Provider Details</p>	<p>Salesforce.com Singapore Pte. Ltd. http://www.salesforce.com</p>