Factsheet on Career Conversion Programme for Hotel Professionals

WSG's Career Convesion Programme for Hotel Professionals aims to help hotels reskill and upskill existing workers for redesigned job roles. Under the 3-month programme, hotels can receive up to 90% of course fee funding and salary support for the training duration.

The Career Convesion Programme for Hotel Professionals will continue to support progressive hotels to redesign jobs for the post-COVID19 new norm. Aligned to the shift towards contactless experience/interactions and crowd management, supportable job redesign projects are to be enabled by technology implementation.

Funding Rates

Course fee and salary support for the duration of training (3 months) will be provided to employers at the following rates:

	Course Fee Funding (For Pre-approved External Classroom Courses)		**Salary Support**	
	Standard Rates	**Enhanced Rates**	**Standard Rates**	**Enhanced Rates[1]**
Rank-and-File	Up to 90% of course fees subsidy[2]		Up to 70% of salary capped at $2,000/month	Up to 90% of salary capped at $3,000/month
PMET			Up to 70% of salary capped at $4,000/month	Up to 90% of salary capped at $6,000/month

Eligibility Criteria

For Companies

- Registered or incorporated in Singapore;
- Committed to work with WSG or its appointed partner on the necessary administrative matters related to the programme;
- Implemented/will implement technology and/or system[3] that enabled the job redesign into roles in the programme whitelist;

[1] Applicable for Singapore Citizens (SC) aged 40 and above

[2] Course fee funding is subjected to SSG's prevailing rates. Employers can approach the training providers (SHATEC and NTUC Learning Hub) to find out more about details on course fees for respective courses in the curated list.

[3] All supportable projects are to be enabled by technology adoption. The timelines for implementation can be: -

i. For Hotels who have implemented the tech/system - within 1 year from programme application

- Able to offer redesigned job roles which (i) can be found in the programme whitelist[4]; and (ii) pay monthly gross salaries of at least $1,600 after the programme; and
- Commit to reskilling and training arrangements

For Employees

- Singapore Citizen or Permanent Resident;
- Minimally 21 years old;
- Have been hired for at least one year in the company and not newly hired after 1 Sep 2020; ;
- Must not be a shareholder of the company, or its related companies;
- Must not be related to the owner(s) of the company; and
- Must not be undergoing any programmes funded by WSG concurrently

For more information and to register for the programme, please contact the Programme Manager, Singapore Hotel Association, at JRPnT@sha.org.sg.

ii. For Hotels who have yet to implement the tech/system – implement and complete training within 6 months from programme approval

[4] Please refer to Annex A for programme whitelist.

Annex A

Programme Whitelist

Note:

1) To be eligible for funding, hotels have to choose from the whitelisted job roles below to reskill staff into, and fulfil more than 50% (3 out of 5 points) of the Main Job Scope after JR
2) Job roles before JR, possible technology and additional skills/competencies only serve as reference

Rank-and-File Job Roles

Whitelisted Job Role (Job Role after JR)	Function	Main Job Scope after JR	Suggested Job Role before JR	Possible Technology supporting the JR	Summary of additional skills and competencies required
Guest Experience Designer	Front Office	• Curate customised experiences for different guest profiles • Conduct targeted upselling based on guest preferences • Assist with manual check-in for special cases (e.g. tour groups) • Perform research and analysis on consumer trends • Handle guest feedback through digital and physical channels	Front Office Officer/Guest Services Officer/ Guest Relations Agent	• Self check-in/out kiosks • Robotic Process Automation • Mobile check-in with facial-recognition smart cameras • Express check-out box with RFID and RPA • Customer Relationship Management System (CRMS)	• Data Analytics • Room Distribution Channel Management • Innovation Management • Market research • Market trend analysis • Customer advisory

Whitelisted Job Role (Job Role after JR)	Function	Main Job Scope after JR	Suggested Job Role before JR	Possible Technology supporting the JR	Summary of additional skills and competencies required
Guest Experience Ambassador	Front Office	• Recommend itineraries based on guest preferences from the CRMS • Upsell hotel experiences based on guest preferences • Deliver curated customer experiences based on the guest profiles • Perform guest arrival, check-in/out duties • Coordinate with other departments to delight guests	Concierge	• Digital Concierge / Chatbot • Customer Relationship Management System (CRMS)	• Data Analytics • Technology adoption and innovation
Safety Support Officer	Front Office	• Provide guidance on usage of luggage technology • Carry out crowd control duties • Support deployment for peak occupancy periods • Engage guests and assist with guest enquiries • Coordinate with other departments to ensure smooth flow through of guests to their rooms after check-in	Bellhop/ Bell Attendant	• Autonomous luggage cart integrated with lifts • Automated baggage storage system with facial recognition	• Data Analytics • Data Visualisation • Crowd Control and safety operations • Safe Management Measures

Whitelisted Job Role (Job Role after JR)	Function	Main Job Scope after JR	Suggested Job Role before JR	Possible Technology supporting the JR	Summary of additional skills and competencies required
Safety and Security Officer	Security	• Follow-up on suspicious activities and/or persons identified by the mobile job dispatch app/ any other security systems • Operate and maintain security systems such as video surveillance technology, smart cameras and IoT sensors • Read and analyse security data and trends • Prepare and present reports • Plan and implement crowd control measures in common areas	Security Officer	• Video surveillance technology • Smart cameras and IoT sensors • Facial Recognition Analytics	• Data Analytics • Data Visualisation • Crowd Control and safety operations • Safe Management Measures
Kitchen Officer	Kitchen	• Conduct/support hygiene audits and ensure compliance to hygiene standards • Lead/support corrective and/or improvement actions from hygiene audits • Monitor stock of kitchen supplies and food • Maintain kitchen logs for food safety programme(s) and food products • Read data and pick out trends for kitchen and food supplies to derive procurement cost savings in the long-term	F&B/Kitchen Coordinator	• Automated temperature-measuring and recording system • Smart IOT sensors to count the stock quantity • RPA software to generate purchase orders • Integrated occupancy and table management system	• Food Hygiene • RPA • Food Science • Data analytics

Whitelisted Job Role (Job Role after JR)	Function	Main Job Scope after JR	Suggested Job Role before JR	Possible Technology supporting the JR	Summary of additional skills and competencies required
				• Food waste-tracking AI Machine	
F&B Ambassador	F&B	• Engage guests and answer questions on menu items • Make recommendations on food pairing and/or wine pairing • Suggest food recommendations based on customer profile • Attend to and manage customer feedback and requests • Provide assistance on usage of technology and perform simple troubleshooting	Service Crew	• Digital Menu • Mobile applications	• Troubleshooting • Food & Culinary (e.g. wine and food pairing) • Basic food nutrition • Storytelling skills

Whitelisted Job Role (Job Role after JR)	Function	Main Job Scope after JR	Suggested Job Role before JR	Possible Technology supporting the JR	Summary of additional skills and competencies required
Service Supervisor	F&B	• Manage F&B operations through hybrid of physical and digital platforms • Perform simple analysis of data gathered through digital platforms • Generate reports and recommend areas for improvement • Work with other departments to drive revenue and manage cost structure of F&B business • Manage escalated guest feedback/ enquiry	F&B Supervisor / Floor Manager / Shift Manager / Head Waiter	• Digital Menu • Mobile applications • CRMS integrated with cameras • Manpower Scheduling Solution	• Data Analytics • Data visualisation
Housekeeping Supervisor	Housekeeping	• Use housekeeping app/system to assign jobs and use data collected to improve staff rostering • Use housekeeping app/ system to monitor room statuses and coordinate with other departments • Delight guests and assists with escalated guest requests/feedback • Perform simple maintenance and troubleshooting of motorised equipment • Prepare and present reports to improve housekeeping workflows	Housekeeping/ Public Area Supervisor	• eHousekeeping System • Scheduling App • Predictive Analytics	• Data Analytics • New system/tech training

Whitelisted Job Role (Job Role after JR)	Function	Main Job Scope after JR	Suggested Job Role before JR	Possible Technology supporting the JR	Summary of additional skills and competencies required
Housekeeping Specialist	Housekeeping	• Utilise motorised equipment and tools to perform cleaning • Receive assignments through housekeeping system / mobile application • Update room statuses through housekeeping system/ mobile application • Interact with and assist guest with queries • Perform simple troubleshooting of motorised equipment	Housekeeping/Public Area Attendant	• Motorised pushcart • Cleaning robots • Linen cart robots • Auto-inventory management system	• New system/ tech training • Interact with guests

Professional, Manager, Executive & Technician Roles

Whitelisted Job Role (Job Role after JR)	Function	Main Job Scope after JR	Suggested Job Role before JR	Possible Technology supporting the JR	Summary of additional skills and competencies required
Engineer and Sustainability Lead	Engineering	• Lead/support sustainability initiatives and monitor performance • Run system checks for smart equipment and investigate any deviances • Develop schedule for preventive maintenance and assign jobs according to actionable insights from smart energy systems • Generate and analyse reports from system(s) • Recommend areas for improvement to optimise operations and energy consumption	Engineer	• Smart IoT sensors • Engineering job dispatch system integrated with HR system • Integrated Smart building and facilities management system	• Sustainability Management • Data Analytics • Data visualisation
Technician Sustainability Specialist	Engineering	• Monitor and analyse real-time readings of different systems through a common dashboard • Investigate any deviances flagged out by system(s) • Track room control system statuses • Conduct preventive maintenance activities • Respond to guest enquiries and engage guests.	Technician	• Smart IoT sensors • Engineering job dispatch system integrated with HR system • Integrated Smart building and facilities management system	• Preventive maintenance workflows and SOPs • Knowledge of Sustainability government policies

Whitelisted Job Role (Job Role after JR)	Function	Main Job Scope after JR	Suggested Job Role before JR	Possible Technology supporting the JR	Summary of additional skills and competencies required
Human Resource Generalist	Human Resource	• Work with hiring managers to review hiring needs and requirements • Project future skills demand • Analyse departmental learning needs • Develop and customise training content • Use HR Analytics to identify trends and coordinate hiring and staffing plans	Human Resource Executive	• Human resource information system • Applicant Tracking System	• Conduct Training Needs Analysis • Course Development • HR Analytics • Positive Psychology • Coaching skills
Meetings & Event Technology Executive	Events/Banquet	• Interact with guests and understand event requirements through digital channels • Curate and personalise guest experience according to event requirements • Apply customer journey awareness and deliver experiences using mobile and integrated technology • Collect and analyse data on guest preferences and requirements • Make use of data to improve future guest experience	Event /Catering/ Banquet Sales Executive	• Virtual Reality (VR) Goggles • Cloud-based Event Management System	• Operating and deploying IoT with devices/sensors • Operating and deploying immersive tech to create and generate content and experience for guests

Whitelisted Job Role (Job Role after JR)	Function	Main Job Scope after JR	Suggested Job Role before JR	Possible Technology supporting the JR	Summary of additional skills and competencies required
Revenue and Experience Executive	Sales & Marketing	• Work with relevant departments to facilitate safe management measures • Perform data analysis to support new sources of revenue generation • Work with other departments to make use of revenue forecast insights to better plan marketing • Understand and utilize revenue management technology to improve business mix, pricing and inventory • Prepare data reports	Reservations / Revenue Management Executive	• Real-time monitoring software • AI-powered revenue management system (RMS) • RPA	• Data Analytics (incl. Predictive Analytics) • Data visualisation • Regulatory Compliance / SMM • e-Commerce • Presentation skills
Digital Marketing Executive	Sales & Marketing	• Develop personalised marketing content for digital platforms • Maintain the performance of hotel website and digital and social media platforms • Analyse data from technology to curate highly-relevant marketing strategies and plans for different guests • Analyse performance of digital marketing campaigns to identify areas for improvement • Prepare and present marketing analytics reports	Marketing Executive	• RMS • Beacons • Smart cameras with facial-recognition capabilities • Location-based marketing platform • smart cloud-based online reputation management system	• Social media marketing • Digital content curation • Data analytics • Systems training (e.g. Adobe Creative suite, illustrator)

Whitelisted Job Role (Job Role after JR)	Function	Main Job Scope after JR	Suggested Job Role before JR	Possible Technology supporting the JR	Summary of additional skills and competencies required
Head Chef & Technologist	Kitchen	• Develop new menu items with a focus on sustainability and reducing food wastage • Conceptualise sustainability Packaging • Support the implementation of new tech within the kitchen and/or F&B establishments • Conceptualise and lead hotel's food waste programmes • Provide general performance analysis of sustainability programmes as needed	Head Chef	• Robotics • Data Management Systems	• F&B Sustainability Management • Business process redesign • Innovation • Food Packaging • Menu Engineering
Guest Experience Manager [New]	Front Office	• Champion customer engagement and develop targeted strategies for different guest profiles • Develop and organise training to deepen customer engagement skills in team members • Perform data analysis to generate customer insights to support development of new revenue streams • Prepare and present customer satisfaction analytics reports to share results with relevant stakeholders • Conceptualise and implement new customer engagement programs within hotel	Front Office Manager/Assistant Front Office Manager/ Duty Manager/Guest Services Manager	• Self check-in/out kiosks • Robotic Process Automation • Mobile check-in with facial-recognition smart cameras • Express check-out box with RFID and RPA • Customer Relationship Management System (CRMS)	• Data and Financial Analytics • Room Distribution Channel Management • Innovation Management • Market research • Market trend analysis • Customer advisory • Revenue Management • Coaching and Learning Facilitation