**Instructions**

1. There are 3 categories of projects that can be supported:
2. Job redesign enabled through technology/digitalisation
3. Job redesign in identified emerging areas below:
4. Digital Marketing and Analysis

Health, Sanitization and Ventilation

Revenue Management

Sustainability

Wellness

1. Hybrid Experience Design
2. Functional job redesign with wage increment
3. The application is segmented into 5 parts as below.
	* Part 1: Company Details
	* Part 2: Job redesign enabled through technology/digitalisation
	* Part 3: Job redesign in identified emerging areas
	* Part 4: Functional job redesign with wage increment
	* Part 5: Declaration

Part 1 and Part 5 are **compulsory**. For Part 2-4, please fill up only the applicable segments.

1. Please complete trainee details in trainee details form attached in **Annex A** and password protect the file.
2. You may direct all programme-related enquiries to Singapore Hotel Association at ccp@sha.org.sg

**Part 1: Company Details**

|  |  |
| --- | --- |
| **Company Name (as per ACRA records)** |  |
| **SME Status** | Please select drop-down here:  |
| **Company UEN** |  |
| **Registered Address (as per ACRA records)** |  |
| **Overall Employment Size** | Please select drop-down here:  |
| **Local Employment Size** | Please select drop-down here:  |
| **Contact Person Name** |  |
| **Contact Number** |  |
| **Email Address** |  |

**Part 2: Job redesign enabled through technology/digitalisation**

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| **a. Project Title:** |
| **b. Impetus** *Please share the objective/rationale behind this project, a brief description of what the hotel hopes to achieve from a mid to long-term perspective (e.g. to create a more seamless check-in experience), as well as how the technology can lead to a more value-added job scope for participating employees.*  |
| **c. Describe the technology adopted/to be adopted and how it enables job redesign** (*Please complete all fields in the table below and you are strongly encouraged to select and list the most relevant technology for this JR project)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name and brief description of technology solution | Date of Implementation | Impacted current job title and job scope (NB: leave blank for new hire) | No. of New Hire(s) Impacted | No. of Existing Employee(s) Impacted | Describe how Technology has enabled / will enable redesigning of the role |
|  |  | Job Title* XXX
* YYY
 |  |  |  |
|  |  | Job Title* XXX
* YYY
 |  |  |  |

*Note: Please use one line per job title* |
| **d. Whitelisted Job Role after Job Redesign** | Please select drop-down here:  |
| **[For existing employees only]****e. Is there an increase in salary after the job redesign?****If no, please provide reason:** | Please select drop-down here:  |
| **f. Please attach the training plan[[1]](#footnote-1) for each job role (refer Annex A for template).** The training duration is a continuous period of 3 months (i.e. 60 days) and can consist up to 100% OJT. Hotels may customise your own training plan or take reference from the pre-approved OJT templates for the selected whitelisted role(s). |  |
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| **h. Main Job Scope after Job Redesign***Please select the job scope of the redesigned role(s).* *(Note: You will need to include at least 3 out of 5 new job scopes for each redesigned role to qualify.* *To ensure the role is redesigned, these selected duties cannot be part of the existing job scope.)* |
| **Rank-and-File Job Roles** |
| **Front Office** | **Guest Experience Designer** | **Front Office** | **Guest Experience Ambassador** |
| [ ]  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 | [ ]  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  |
| **Front Office** | **Safety Support Officer** | **Security** | **Safety and Security Officer** |
| [ ]  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 | [ ]  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 |
| **Kitchen** | **Kitchen Officer** | **F&B** | **Service Supervisor** |
| [ ]  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 | [ ]  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**  | **F&B Ambassador** | **Housekeeping** | **Housekeeping Specialist** |
| [ ]  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 |  [ ]  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** | **Housekeeping Supervisor** |  |
| [ ]  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 |
| **Professional, Manager, Executive & Technician Roles** |
| **Engineering** | **Technician Sustainability Specialist** | **Engineering** | **Engineer and Sustainability Lead** |
| [ ]  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. | [ ]  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 |
| **Human Resource** | **Human Resource Generalist** | **Events/Banquet** | **Meetings & Event Technology Executive** |
| [ ]  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 | [ ]  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 |
| **Sales & Marketing** | **Revenue and Experience Executive** | **Sales & Marketing** | **Digital Marketing Executive** |
| [ ]  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 and present data reports | [ ]  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 |
| **Kitchen** | **Head Chef & Technologist** | **Front Office** | **Guest Experience Manager** |
| [ ]  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 | [ ]  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 |

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**Part 3: Job redesign in identified emerging areas**

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| **a. Impetus***Please share the objective/rationale of developing this skill in the hotel, a brief description of what the hotel hopes to achieve from a mid to long-term perspective (e.g. to be carbon neutral in 2030), as well as how the skill can lead to a more value-added job scope for participating employees.*  |
| **b. Job Description**(*Hotel should justify ensure more than 50% of the job scope covers at least one of the identified emerging areas.)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Identified emerging area | Impacted current job title and job scope (NB: leave blank for new hire) | New job title and job scope  | No. of New Hire(s) Impacted | No. of Existing Employee(s) Impacted |
| Please select drop-down here:  | Job Title* XXX
* YYY
 | Job Title* XXX
* YYY
 |  |  |
| Please select drop-down here:  | Job Title* XXX
* YYY
 | Job Title* XXX
* YYY
 |  |  |

*Note: Please use one line per job title* |
| **[For existing employees only]****c. Is there an increase in salary after the job redesign?****If no, please provide reason:** | Please select drop-down here:  |
| **d. Please attach the training plan for each job role (refer Annex A for template).** The training duration is a continuous period of 3 months (i.e. 60 days) and can consist up to 100% OJT. The training plan must include training in the identified emerging area(s) listed in (b).  |  |

**Part 4: Functional job redesign with wage increment**

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| **a. Impetus***Please share the objective/rationale of implementing functional JR, a brief description of what the hotel hopes to achieve from a mid to long-term perspective (e.g. to strengthen Singaporean core by 10% etc), as well as how the functional JR can lead to a more value-added job scope for participating employees.* |
| **b. Job Description**(*Hotel should ensure* *functional JR will result in jobs that are value-adding, mid to long term and not of an adhoc nature)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Listing of the roles combined | Impacted current job title and job scope (NB: leave blank for new hire) | New job title and job scope  | No. of New Hire(s) Impacted | No. of Existing Employee(s) Impacted |
| **Current role:****Additional/new role:** | Job Title* XXX
* YYY
 | Job Title* XXX
* YYY
 |  |  |
|  | Job Title* XXX
* YYY
 | Job Title* XXX
* YYY
 |  |  |

*Note: Please use one line per job title* |
| **c. Please attach the training plan for each job role (refer Annex A for template).** The training duration is a continuous period of 3 months (i.e. 60 days) and can consist up to 100% OJT. The training plan must include training in the additional tasks listed in (b). |  |

**Part 5: Declaration**

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| --- | --- | --- |
| **S/N** | **Requirement** | **Please check if the relevant requirements are met**  |
| **Declaration on Company** |
|  | The company is registered or incorporated in Singapore. | [ ]  Yes [ ]  No |
|  | Fixed monthly salary[[2]](#footnote-2) after training completion is ≥$1,700 | [ ]  Yes [ ]  No |
|  | The company will not claim Absentee Payroll for classroom training (if any) that is part of this programme | [ ]  Yes [ ]  No |
|  | [Part 2: Job redesign enabled through technology/digitalisation]All the selected new job scopes under the whitelisted role(s)are not part of the trainees’ existing job scope | [ ]  Yes [ ]  No [ ]  N/A |
|  | [Part 3: Job redesign in identified emerging areas]More than 50% of the job scope covers at least one of the identified emerging areas | [ ]  Yes [ ]  No [ ]  N/A |
|  | [Part 4: Functional job redesign with wage increment]1. Results in jobs that are value-adding, mid to long term and not of an adhoc nature
2. For existing employees, there is a wage increment of at least 5%
 | [ ]  Yes [ ]  No [ ]  N/A[ ]  Yes [ ]  No [ ]  N/A |
| **Declaration on Trainee(s)**The trainees listed in **Annex A** are: |
|  | Singapore Citizen or Permanent Resident | [ ]  Yes [ ]  No |
|  | 21 years old and above | [ ]  Yes [ ]  No |
|  | Offered/in a full-time position related to the job role which the CCP is for, and at least a 12-month employment contract | [ ]  Yes [ ]  No |
|  | Not shareholders of the applicant company, or of its related companies | [ ]  Yes [ ]  No |
|  | Not related to the owner(s) of the company | [ ]  Yes [ ]  No |
|  | Not immediate ex-staff of the applicant company or related entities | [ ]  Yes [ ]  No |
|  | Not undergoing any similar programme funded by WSG or any agencies concurrently | [ ]  Yes [ ]  No |
|  | Not funded by WSG or any other agencies for the same project previously | [ ]  Yes [ ]  No |
|  | [For existing employees]1. Hired for at least one year in the company as of date of training commencement
 | [ ]  Yes [ ]  No  |
|  | 1. Have not been enrolled for the same programme[[3]](#footnote-3) before
 | [ ]  Yes [ ]  No |
|  | [For new hires]1. Graduated or completed NS for at least two years prior as of date of training commencement [[4]](#footnote-4)
2. No prior working experience or been in a similar job role in previous employment
3. Newly hired and able to commence training within first 3 months of employment
 | [ ]  Yes [ ]  No[ ]  Yes [ ]  No[ ]  Yes [ ]  No |

All the information provided in the application form and the attached trainee details form are complete and correct. I also understand that any incomplete or inaccurate information in this submission may render this application to be rejected, or clawback of any monies disbursed.

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| --- | --- | --- |
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| Name & Designation (HR Manager or equivalent) |  | Company Stamp |

|  |  |  |
| --- | --- | --- |
|  |  |  |
| Signature |  | Date (DDMMYY) |

**Annex A**

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| **Document for Submission** |
| Trainee Details Form(Please password protect Annex A before embedding file) |  |
| OJT Template |  |

1. A list of relevant external training programmes and OJT templates are available for reference. Please approach SHA for a copy. [↑](#footnote-ref-1)
2. Fixed Monthly Salary = Basic Monthly Salary + Fixed Monthly Allowances [↑](#footnote-ref-2)
3. WSG’s Career Conversion Programme for Hotel Professionals in 2019/2020 [↑](#footnote-ref-3)
4. This will be counted from the date of graduation from latest qualification, or date of completion of national service, whichever is later [↑](#footnote-ref-4)