**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](mailto:ccp@sha.org.sg)

**Part 1: Company Details**

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| **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). |  |
| |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **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 | | | | |

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

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| 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)