

Career Trial – Host Company Frequently Asked Questions

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A. About Career Trial

1. What is Career Trial about?

The Career Trial is part of the suite of career services offered by Workforce Singapore (WSG) and the Employment and Employability Institute (NTUC's e2i).

Career Trial aims to encourage jobseekers and host companies who are unsure about the job fit to go through a short-term trial before considering formal employment. It is targeted at full-time jobs paying at least \$1,500/month and part-time jobs paying at least \$750/month.

2. How can companies and jobseekers benefit from Career Trial?

Companies can tap on Career Trial to consider jobseekers for hire through a short-term trial, and they can hire suitable jobseekers after completion of Career Trial.

Unemployed Singaporeans¹ can receive a one-time funding of the following:

- Training Allowance that range from \$7.50/hour to \$15/hour. The quantum of the training allowance will be pegged to prevailing wages of the jobs that the jobseeker is placed in;
- Retention Incentive of \$500 at the 3-month retention mark;
- Additional Retention Incentive of \$1,000 at the 6-month retention mark for unemployed jobseekers who have been actively looking for jobs for at least 6 months; or for jobseekers who are Persons with Disabilities regardless of unemployment duration.

3. What is Training Allowance (TA) and Retention Incentive (RI)?

TA is an incentive offered to jobseekers to help defray expenses incurred during the Career Trial.

RI is an incentive offered to jobseekers who have been employed for at least 3 consecutive months after the completion of Career Trial.

¹ Singapore Citizen or Permanent Resident

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4. How much Training Allowance (TA) can jobseekers receive?

Jobseekers will receive a baseline TA of \$7.50/hour during the Career Trial period. If jobseeker is placed with the host company after Career Trial, WSG/NTUC's e2i will top-up the TA to the tiers as illustrated below, where applicable if conditions are met.

These are the three (3) tiers of TA:

Tier	Minimum Monthly Salary after Career Trial
\$7.50 per hour	Full-Time: \$1,500 to < \$2,000 Part-Time: \$750 to < \$1,000
\$11.25 per hour	Full-Time: \$2,000 to < \$2,500 Part-Time: \$1,000 to < \$1,250
\$15 per hour	Full-Time: \$2,500 or more Part-Time: \$1,250 or more

5. Who is eligible for RI?

Jobseekers who fulfil the following requirements are eligible for the RI of \$500:

- Completed the Career Trial; and
- Employed for at least 3 consecutive months after the completion of Career Trial.

6. Who is eligible for the Additional Retention Incentive (ARI)?

Jobseekers who fulfill the following requirements are eligible for the ARI of \$1,000:

- Unemployed jobseekers who were actively seeking employment for at least 6 months, or Unemployed Person with Disabilities who were actively seeking employment, regardless of unemployment duration, and
- have completed Career Trial, and
- Employed for at least 6 consecutive months after the completion of Career Trial.

7. Does the 6 months unemployment criteria for ARI apply in the case of fresh graduates?

Yes, fresh graduates who have been unemployed for at least 6 months from the date of graduation would be eligible for ARI.

8. What types of disabilities are considered Person with Disabilities?

Person with Disabilities refers to individuals with autism spectrum disorder, intellectual disability, physical impairment, hearing impairment and visual impairment. The proof of disability can be in the form of latest doctor's memorandum and/or membership card of Social Service Agencies (SSA) providing disability services.

B. Host Company Career Trial Application

1. How can I apply to participate as a host company in Career Trial?

You may follow these steps:

- Go to Career Trial portal: <https://go.gov.sg/ct-employer>
- Click on



Click Here to Apply

and login via Singpass

*Note: You must be assigned with the “WSG G2B Employer Portal” e-service and the “G2B Employer” role in **Corppass** in order to apply as a host company for Career Trial. You can [click here](#) to find out who is your organisation's **Corppass** Admin.*

- Thereafter, fill up the web application form to submit your application to participate as a host company in Career Trial.

2. How do I check the number of hours and vacancies approved for my Career Trial position?

You may check via the following steps:

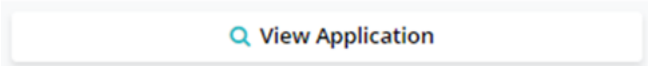
- Go to the Career Trial Portal: <https://go.gov.sg/ct-employer>
- Click on



My Applications

and log in with Singpass

- Look for the relevant Career Trial position and click



View Application

- Look under “Total Hours Approved”

3. How does my company qualify to participate in Career Trial?

Your company must be:

- legally registered or incorporated in Singapore, with a Unique Entity Number (UEN) registered with ACRA;
- actively hiring for full-time jobs paying at least \$1,500/month, and/or part-time jobs paying at least \$750/month; and
- be able to offer employment to suitable Jobseekers on permanent terms or on contract terms that are no less than one (1) year after completion of Career Trial.

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4. What is the training duration of Career Trial to be eligible for funding support? Is there a minimum and maximum?

The minimum Career Trial duration is 16 hours for full-time and part-time Career Trial.

The maximum duration for full-time positions is up to 480 hours whereas part-time positions is up to 240 hours (capped at 80 hours per month).

The training duration eligible for funding will be determined based on the Career Trial activities plan submitted by the host company and subject to approval by WSG/NTUC's e2i.

5. Why is there a cap of 80 hours per month for Part-Time Career Trial?

The usual hours worked per week under a part-time arrangement per employed resident is approximately 20 hours per week, which totals to 80 hours per month. *Source: Ministry of Manpower (MOM)'s labour market statistical information.*

6. Can I tap on Career Trial if the committed salary is below the minimum monthly salary of \$1,500 for full-time jobs or \$750 for part-time jobs?

No, your company should offer jobs with a minimum monthly salary of \$1,500 or \$750 (sum of the Jobseeker's monthly gross basic pay and any fixed monthly allowance given on a monthly basis and attracts CPF contributions) and above to be eligible for Career Trial.

7. Does my company need to offer the monthly salary as indicated during the Career Trial application to suitable Jobseekers after completion of Career Trial?

The host company should offer the committed salary during application after completion of Career Trial.

WSG/NTUC's e2i reserve the right to suspend host companies from the programme if the monthly gross salary offered is below \$1,500 (full-time job) or \$750 (part-time job). WSG/NTUC's e2i also have the discretion to recover all funds disbursed under Career Trial from the host company as WSG/NTUC's e2i may deem fit in the event that the eventual salary offer is lower than the monthly salary committed under Career Trial.

8. Is my company required to screen the eligibility of the Jobseekers before recruiting under Career Trial?

Host company should check with the jobseeker/s on their unemployment status to minimise rejected applications. WSG/NTUC's e2i will also conduct eligibility checks, after the jobseeker/s submits their Career Trial application through the Career Trial portal.

9. Does my company need to hire the jobseeker before onboarding them on Career Trial?

The Career Trial cannot be offered to jobseekers in any form of employment

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(which includes self-employment, part-time, ad-hoc, casual/temporary work) and who are receiving CPF contributions from such employment, before commencing the Career Trial and during the Career Trial. As such, companies will need to end the Career Trial before offering employment to suitable jobseekers.

10. Does my company need to fully utilise the approved Career Trial hours before offering employment to suitable jobseekers?

No, your company does not need to fully utilise the full approved Career Trial hours before offering employment to suitable jobseekers. However, kindly note that the Training Allowance will be paid according to the number of completed hours only (instead of the full approved hours).

11. Are there appointed consultants to assist companies in their Career Trial application?

WSG/NTUC's e2i does not appoint nor endorse any service provider or consultant to help companies/individuals to apply for Career Trial. WSG/NTUC's e2i are not liable for any services rendered by any company which markets and charges consultancy fees in relation to any Career Trial application or other submission.

Please contact Workforce Singapore or NTUC's e2i for any assistance / query regarding Career Trial.

12. What is MyCareersFuture.gov.sg?

MyCareersFuture.gov.sg (MCF) is a portal that aims to provide Singapore Citizens and Permanent Residents with a free job search experience that matches them to relevant jobs based on the Jobseeker's skills.

For more information, please refer to the FAQ for MCF:

- a. Go to <https://employer.mycareersfuture.gov.sg/>
- b. Scroll to bottom and click on "FAQ"

13. Is it a requirement to post the Career Trial position on MyCareersFuture.sg portal? Why?

Yes, it is a requirement to post the Career Trial position on MyCareersFuture.gov.sg portal as proof of active hiring, as well as the number of vacancies for the position.

Refer to these steps to create a job posting:

- a. Click on "Create job posting"
- b. Key in the information needed (job description, skills, key information and workplace details)
- c. Review job posting

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d. Click “Submit”

14. I have created a MyCareersFuture (MCF) ID, but why it is not available for selection under my Career Trial application?

Only valid MCF job postings can be selected for Career Trial applications. Please check that your MCF posting is still valid and is tagged as either “Full-Time” or “Part-Time” (depending on your Career Trial position). You may refer to Section C (Q15 and Q16) of the following FAQ on how you can extend the validity period of your MCF posting and edit your MCF posting:

Go to <https://employer.mycareersfuture.gov.sg/> > Scroll to bottom and click on “FAQ”

15. Does my company need to wait for the Career Trial position to be approved by WSG/NTUC’s e2i before inviting Jobseekers for Career Trial?

Yes, host companies need to receive written approval from WSG/NTUC’s e2i on the applied Career Trial position before inviting jobseekers for Career Trial.

16. Does my company need to wait for the Jobseeker to be approved by WSG/NTUC’s e2i before commencing them on Career Trial?

Yes, host companies need to receive written approval from WSG or NTUC’s e2i on the jobseeker application before commencing jobseekers on Career Trial.

C. Shortlisting Jobseekers

1. How do I shortlist Jobseekers for the Career Trial?

The Jobseekers must first be marked as “Hired”¹ in MyCareersFuture.gov.sg.

The “Hired” Applicants on MyCareersFuture.gov.sg will then be listed on the Career Trial Portal (<https://go.gov.sg/ct-employer>) in order for you to send them the Career Trial invitation link.

2. How do I send a Career Trial invitation to a shortlisted Jobseeker?

- Go to the Career Trial Portal: <https://go.gov.sg/ct-employer>
- Click on




My Applications

and log in with Singpass

¹ This does not mean that host company is obliged to offer employment to the jobseeker after the completion of Career Trial. Employment should only be offered if the Career Trial jobseeker is deemed to be suitable for the job role. Host companies are required to inform jobseekers whether he/she is offered employment, within five working days after completion of Career Trial.

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- c. Look for the relevant Career Trial position and click on



Send or Withdraw Invitations

3. I faced an error when trying to send the Career Trial invite to my jobseeker, how do I proceed?

Your MCF job posting needs to be valid before the Career Trial invite can be sent to the shortlisted jobseeker. In the event that the MCF job posting has closed/expired, you need to either repost it or submit a new Career Trial application for the position with a new MCF post. Kindly note that each MCF job posting can only be reposted twice within a period of 6 months from the original date of job posting. Please check that your MCF posting is tagged as either "Full-Time" or "Part-Time" (depending on your Career Trial position). You may refer to Section C (Q15 and Q16) of the following FAQ on how you can edit your MCF posting:

Go to <https://employer.mycareersfuture.gov.sg/> > Scroll to bottom and click on "FAQ"

4. Why is the number of approved Career Trial hours and vacancies lesser than what I submitted in the Career Trial application?

The number of approved Career Trial hours and vacancies may not be equal to the number submitted in the Career Trial application. Upon approval of the company's Career Trial position, companies must check the number of Career Trial hours and vacancies approved via the following steps:

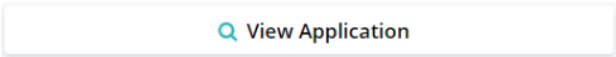
- a. Go to the Career Trial Portal: <https://go.gov.sg/ct-employer>
b. Click on



My Applications

and log in with Singpass

- c. Look for the relevant Career Trial position and click on



View Application

5. Can I make edits to applications submitted by the jobseeker?

No, you cannot edit the details in an application form. You can only update the status of a submitted application.

D. Training Allowance (TA) Claim

1. What are the deadlines to submit the claims?

The deadline for CT host companies to submit TA claims is 6 months from the jobseeker application approval date. The deadlines for jobseekers to submit RI

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and ARI are 9 months from the CT end date and 12 months from the CT end date respectively.

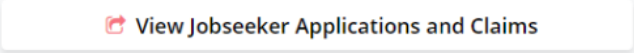
2. How does my company submit a claim for the Jobseeker's Career Trial TA?

- a. Go to the Career Trial Portal: <https://go.gov.sg/ct-employer>
- b. Click on



and log in with Singpass

- c. Look for the relevant Career Trial position and click on



- d. Search for the relevant Jobseeker's application and click on



3. Can my company submit multiple TA claims for a Jobseeker?

For jobseekers whose Career Trial duration is more than one (1) month, TA claim can be submitted on a monthly basis.

4. After completion of the Career Trial, will WSG/NTUC's e2i prompt my company to submit the Jobseekers' TA claim?

No, there is no reminder notification sent to host company to submit the jobseekers' TA claim. Host company should exercise due diligence to submit the TA claim timely on a monthly basis.

5. Must my Career Trial jobseeker have a PayNow account in order to receive TA claim?

For WSG-approved jobseeker applications, WSG will disburse the TA via PayNow. Hence jobseeker/s need to set up their PayNow account (linked to NRIC) before claims submission.

For NTUC's e2i approved jobseeker applications, e2i will disburse the TA via GIRO. Hence PayNow set up is not required.

6. How can jobseeker create a PayNow account linked to his/her NRIC?

Jobseeker can create a PayNow account with his/her bank and link to his/her NRIC via:

- 1) SMS (selected banks)
- 2) Internet banking
- 3) Mobile banking app

Should jobseeker face any problems, he/she should contact the bank directly. Click on the following participating banks for more details.

- [Bank of China](#)
- [Citibank Singapore Limited](#)

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- [DBS Bank/POSB](#)
- [HSBC](#)
- [Industrial and Commercial Bank of China Limited](#)
- [Maybank](#)
- [OCBC Bank](#)
- [Standard Chartered Bank](#)
- [UOB](#)

7. Will my company need to pay CPF on the TA and RI under the Career Trial for the Jobseeker?

No, there is no employer-employee relationship during the Career Trial period, hence there is no need to contribute CPF on the TA and RI. If the jobseeker is hired by your company after the completion of Career Trial, there is then an employer-employee relationship and CPF contributions must be made on the salary given to the hire.

8. If my company sends the CT Jobseeker for training on requisite courses like WSQ Basic Food Hygiene or WSQ Perform Guard and Petrol Services / WSQ Handle Security Incidents and Services, are those hours eligible for TA?

No, all training hours under any course are not claimable for TA under Career Trial.

E. Part-Time Career Trial

1. What is Part-Time employment?

Part-time employment is an arrangement which allows your employees to work fewer hours as compared to a full-time employee, on a regular basis. Part-time employees normally work less than 35 hours a week.

A part-time employee is one who is under a **contract of service** to work **less than 35 hours** a week.

2. What is a contract of service?

Based on MOM's guidelines, the contract of service for part-time employees must specify:

- Hourly basic rate of pay.
- Hourly gross rate of pay (the hourly basic rate plus allowances).
- Number of working hours per day or per week.
- Number of working days per week or per month.
- Please refer to MOM's website for more information on part-time employment: <https://www.mom.gov.sg/employment-practices/part-time-employment#contract>

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3. What are common types of Part-Time work arrangements?

- a. Shorter workdays (e.g. half-day work week)
- b. Fewer workdays (e.g. fewer workdays based on full day work hours each day)

4. What working arrangements are excluded from Part-Time Career Trial?

Part-time positions exclude temporary, casual work arrangements, and positions on compressed work week or flexi-time schedule.

F. Insurance and Excluded Occupations

1. Will eligible jobseekers be covered by insurance under the Career Trial?

Yes, eligible jobseekers undergoing the Career Trial will be covered by insurance[^] paid for by WSG/NTUC's e2i except for the following occupations (refer to Exclusion List of Occupations in [Annex A](#)).

[^]The Group Personal Accident insurance provides coverage for accidental bodily injury.

2. Does the insurance provided by WSG/NTUC's e2i cover all kinds of occupations?

No. Refer to Exclusion List of Occupations in [Annex A](#) for the list of occupations which are excluded from the insurance under Career Trial. For these excluded occupations, the host company must provide insurance coverage for the jobseekers during the period of Career Trial as WSG/NTUC's e2i does not provide the insurance coverage.

G. Others

1. Is Career Trial applicable for all hiring positions?

Career Trial is applicable as long as there is a need for a trial period for the company and jobseeker to assess job fit, considering factors such as the occupation, industry and jobseeker profile.

2. Can my company vary the Career Trial duration for the job position?

Yes, host companies have the flexibility to customise the Career Trial duration between 16 hours and 480 hours according to the needs of the job trial, subject to approval from WSG/NTUC's e2i.

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3. How many Career Trial positions can my company apply for under the Career Trial?

At initial onboarding, host companies may apply for up to 2 Career Trial vacancies per position, capped at 2 job positions. Companies may apply for more vacancies at a later time, after partial utilisation of the approved vacancies. All applications for these vacancies and positions are subjected to approval by WSG/NTUC's e2i.

4. How can my company update additional Career Trial vacancies after approved vacancies are utilised?

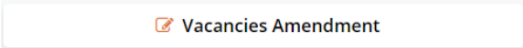
You may follow the following steps:

- a. Go to the Career Trial Portal: <https://go.gov.sg/ct-employer>
- b. Click on



and log in with Singpass

- c. Look for the relevant Career Trial position and click on



5. Is there an expiry date for the approved Career Trial positions?

Yes, it is based on the validity of your MCF job posting. Each job posting is valid for up to 30 calendar days and you can repost a Closed/Expired job posting by clicking on 'View/Repost Job Post' and then 'Repost'. Each job post can only be reposted twice within a period of 6 months from the original date of job posting.

Host companies who wish to reactivate their expired Career Trial position will need to post the position on <https://employer.mycareersfuture.gov.sg/> and submit a new Career Trial host company application with the MCF Job ID.

6. If my company has more than one position which we are interested to onboard Career Trial, can we submit multiple Career Trial applications concurrently?

Yes, please submit each position as a separate Career Trial application. For example, if you would like to submit a position which can be offered full-time or part-time, please submit 2 separate Career Trial applications.

7. Does my company need to offer employment to the Jobseeker after the Career Trial?

Employment should only be offered, after the Career Trial has been completed, if the jobseeker is deemed to be suitable for the job role. Host companies should offer employment (on permanent terms or on contract terms that are no less than one (1) year) to suitable jobseekers (with monthly fixed salary and CPF contributions) or inform the jobseeker(s) if employment is not offered. Host companies are required to inform the jobseeker whether he/she is to be offered employment, within five working days after completion of the Career Trial.

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8. Can the probation period be considered under Career Trial?

No, since the probation period is in the context of a new hire and not Career Trial. Career Trial is to allow companies who are unsure about the jobseekers' job fit to assess them before offering employment. There should be no employer-employee relationship (i.e. with a formal employment contract/letter) prior to and during the Career Trial.

9. If my company does not qualify for the Career Trial, are there any other similar programmes?

There are other existing programmes such as WSG and NTUC's e2i's Career Conversion Programmes that help companies recruit locals.

The Career Conversion Programmes are for mid-career individuals to undergo skills conversion and move into new occupations or sectors that have good prospects and opportunities for progression. Companies can contact WSG/NTUC's e2i for more information.

WSG's Careers Connect

Hotline: 6883 5885

Feedback Portal: <https://service-portal.skillsfuture.gov.sg/s/feedback/>

NTUC's e2i

Hotline: 6474 0606

Email: followup@e2i.com.sg

10. If my company hires a jobseeker who is suspended from SSG/WSG/e2i funding, can we still continue to hire/retain the individual?

Yes, the company may continue to hire/retain the jobseeker who has been suspended from WSG/SSG/NTUC's e2i's programmes/funding. However, the jobseeker will not be eligible for any Career Trial funding.

11. What kinds of action will lead to such suspension(s)?

There are a few reasons why jobseekers may be barred from receiving further grants from SSG/WSG/NTUC's e2i, such as jobseekers not fulfilling their programme obligations with SSG/WSG/NTUC's e2i without valid reasons, or jobseekers having exhibited improper conduct.

H. Corppass

1. What role should I be assigned in Corppass to access the Career Trial Portal?

You will need to be assigned with the “WSG G2B Employer Portal” e-service and “G2B Employer” role.

You can [click here](#) to find out who is your organisation's **Corppass** Admin.

2. What role should I be assigned in Corppass to access the MyCareersFuture.gov.sg Portal?

You will need to be assigned with the “MyCareersFuture Employer Portal” e-service and “JOB ADMIN” role.

You can [click here](#) to find out who is your organisation's **Corppass** Admin.

3. How do I remove access for a colleague who has left my Organisation?

You will need to inform your organisation's **Corppass** Admin to remove their access to the “WSG G2B Employer Portal” and remove the “G2B Employer” role.

You can [click here](#) to find out who is your organisation's **Corppass** Admin.

4. What is the change in the Corppass log in process?

From 11 April 2021, employers will be required to login to government digital services for business (G2B) using Singpass instead of **Corppass**. For more information, visit: <https://go.gov.sg/corporate-login>.

Corppass will continue to be the one-stop authorisation system for entities to authorise or remove their employees' access to government digital services on their behalf.

5. Where can I get further assistance for Corppass?

To find out more about the functions or seek assistance on Corppass, please go to <https://www.corppass.gov.sg/corppass/common/userguides>

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Annex A – Exclusion List of Occupations

The below occupations are not insured under Career Trial:

S/N	Occupation	Job Description
1	Electrical Wiring Installer	<ul style="list-style-type: none"> Minor repairs on electrical wirings and electrical parts replacements. To carry out inspection of all electrical installation Change and repair lightings Troubleshooting electrical panels and control switch boards of high voltage
2	Plumber / Pipe-fitter	<ul style="list-style-type: none"> Install, repair and maintain plumbing systems and components Plan, install and service plumbing systems, fixtures, piping equipment and controls
3	Sprinkler & Fire Protection Systems Installer	<ul style="list-style-type: none"> Perform preventive/ad-hoc maintenance, facilities and building works, such as minor handyman repairs Repair and troubleshooting AV systems, mechanical and electrical systems
4	Timber Doors & Windows Installer	<ul style="list-style-type: none"> Install doors and windows Perform other installation works including laying/trucking of wire, drilling ceiling holes
5	Interior Drywall Installer	<ul style="list-style-type: none"> Trims rough edges from wallboard to maintain even joints, using knife. Assembles and installs metal framing and decorative trim for windows, doorways, and vents. Cuts openings into board for electrical outlets, windows, vents, or fixtures, using keyhole saw or other cutting tools.
6	Crane Operators (Saddle Jip)	<ul style="list-style-type: none"> To operate the assigned vehicle, e.g. hydraulic mobile/crawler crane to perform various tasks, e.g. lifting, delivery and/or deployment of materials and equipment in construction site Carry out regular preventive maintenance for the crane To operate the assigned vehicle in line with proper safety procedures and operations regulations
7	Luffing Jib Crane Operator	
8	Crawler Crane Operators	
9	Mobile Crane Operators	

Occupational Class 4 - Persons engaged in occupations with exposure to highly hazardous environment.

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Please note the excluded occupations listed below are not exhaustive, some examples are:

Type of Excluded Occupation		
Fireman	Policeman	Woodworking machinist etc.
Construction site workers or unskilled workers at construction site	Armed security guard	Occupations or work involving exposure to oil rig platform and/or offshore work
Occupations or work involving fire fighters, police, military, naval or air force service and operations	Divers or occupations involving deep sea diving	Occupations or work involving wood or timber working, welding, working at heights 30 feet above ground level, underground & Handling hazardous chemical or explosive materials
Occupations or work requiring use of heavy machinery (cranes, forklifts, bulldozers and the like, vehicles requiring Class 4 license and above)	Occupations involving manual work in hazardous places (construction site, dock, hangar, oil refinery, shipyard and the like)	Ship breakers
Ship crew or workers on board vessels (stationery or offshore)	Pilots, air stewards, stewardesses or air crew	
Stevedores		

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Annex B – Sample Career Trial Activities Plans

The activities aim to help companies to have a good assessment of job seekers' fit to job requirements. Companies are welcomed to customise the activities to meet their operation needs.

Retail Assistant	Details
Outline of Career Trial Objectives	<ul style="list-style-type: none"> Understand the working environment and day-to-day operations of the retail industry
Week 1	Details of Activities / Tasks
	<u>Orientation</u> <ul style="list-style-type: none"> Understand the company structure, brand and work environment in the retail sector Brief on responsibilities and expectations of a retail assistant Brief on company's service standards and etiquette Brief on products and current promotions
	<u>Store Operations</u> <ul style="list-style-type: none"> Perform store opening & closing, housekeeping duties Understand merchandise display
	<u>Customer Engagement</u> <ul style="list-style-type: none"> Attend to customers Handle enquiries and feedback Upsell to customers
	<u>Cashiering</u> <ul style="list-style-type: none"> Understand different modes of payment Pack goods into paper bags
	<u>Inventory Management</u> <ul style="list-style-type: none"> Receive goods and stock control Understand inventory storage and replenishment processes
	<u>Others</u> <ul style="list-style-type: none"> <i>Please indicate other activities & tasks that are not listed above</i>
	Total Duration

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Sales & Marketing Executive / Manager	Details
Outline of Career Trial Objectives	<ul style="list-style-type: none"> To understand the day-to-day job requirements, as well as learn some basic skills required of a sales and marketing professional To adapt and work well in a fluid and collaborative environment, as well as be able to work under pressure within tight timelines
Week 1	<p>Details of Activities / Tasks</p> <p>Company Orientation</p> <ul style="list-style-type: none"> - Introduction of the ICT industry - Overview of the company's vision, suite of products and services, organisational structure and work culture <p>Drive Marketing Campaigns (Offline and/or Online)</p> <ul style="list-style-type: none"> - Generate design concepts and ideas for marketing campaigns and communication materials - Select suitable offline, traditional or digital platforms, as well as plan contents and activities in support of marketing campaigns - Monitor marketing activities effectiveness, analyse efforts and acquire insights
Week 2	<p>Implement Communication Plans and PR Activities</p> <ul style="list-style-type: none"> - Develop communication materials - Implement crisis management action plans - Review external communication platforms and channels - Implement PR activities - Comply with social, ethical, legal and regulatory parameters and guidelines for PR activities and social media platforms
Week 3	<p>Create Sales Strategies and Opportunities</p> <ul style="list-style-type: none"> - Analyse data and intel on competitor landscape and customer demand to identify sales opportunities - Develop sales strategies to align with market segmentation, competitor analysis and overall corporate strategies - Propose and manage sales channels and network expansion plans - Participate in industry events
Week 4	<p>Acquire and Manage Sales Accounts, Liaise with Technical Teams</p> <ul style="list-style-type: none"> - Identify client's needs and recommend products and services to match their needs

Frequently Asked Questions – Career Trial (Host Company)

	<ul style="list-style-type: none">- Prepare and present sales proposals to clients- Handle clients' enquiries- Provide pre-sales technical expertise to account teams and customers for managed services and networking opportunities- Conduct negotiation of sales agreements- Follow up with clients to close sales- Develop measures to enhance client retention and loyalty- Communicate clients' feedback and market sentiments to internal stakeholders to enhance products and services- Provide guidance to technical authors by reviewing, editing and optimizing documents
Week 5	<p>Budget Management</p> <ul style="list-style-type: none">- Monitor expenses and adhere to budget allocations- Administer acquisition and payment processes- Engage in cost-saving efforts
Total Duration	208 hours

