

## **Course Objective**

The course equips trainees with the skills, knowledge and professional attributes to plan, develop and coordinate the provision of community services to the public to serve the community through social engagement and bonding towards building a caring and inclusive society

## **Module Synopsis**

### **Module 1: Customer Management**

On completion of the module, trainees should be able to manage customer service provision and resolve customer issues.

### **Module 2: Stakeholder Management**

On completion of the module, trainees should be able to analyse stakeholder needs, plan, implement and evaluate stakeholder management to create and maintain positive stakeholder relationships.

### **Module 3: Volunteer Management**

On completion of the module, trainees should be able to plan and implement volunteer management strategies to recruit and induct volunteers and develop volunteer support.

### **Module 4: Community Programme Management**

On completion of the module, trainees should be able to plan, implement and evaluate community engagement programmes and strategies

### **Module 5: Fundraising Management**

On completion of the module, trainees should be able to plan, organise and evaluate fundraising strategies and programmes in support of specific causes.

### **Module 6: Social & Care Service Provision**

On completion of the module, trainees should be able to assist social work and care service professionals in the provision of social and care services for beneficiaries by coordinating administrative and logistics and operational aspects of service provision

### **Module 7: Professional Practice**

On completion of the module, trainees should be able to collect and analyse data for research and to apply a range of tools to move organisation and self forward professionally.

## **Module 8: Event & Digital Marketing**

On completion of the module, trainees should be able to leverage on digital platforms and channels to plan and execute event marketing campaign to meet the specific needs of an event. In particular, trainees should be able to leverage on web and/ or app-based event management technology applications and its data analytics capabilities for real-time audience engagement through online platform and various social media channels and market event programme/s or activity/ies to a targeted group of potential customers.

## **Module 9: Consumer Behaviour Analytics**

On completion of the module, trainees should be able to determine how consumers' psychological needs, wants, perceptions and motivations impact decision-making in choice of commercial event/s and/or activity/ies. Using technology, they should be able to build customised event surveys and leverage on appropriate data analytics tool/s, generate relevant dashboard to provide consumer insights for decision-making and strategy implementation, and report for review and evaluation

## **Module 10: Company Project**

On completion of the module, trainees should have applied their acquired competencies in an authentic project that would value-add to the company.

## **Module 11: On-the-Job Training**

On completion of the module, trainees should be able to apply the skills and knowledge acquired at ITE College and workplace to take on the full job scope, including supervisory function, where appropriate, at the company.

## List of Competencies for On-the-Job Training (OJT)

### Work-Study Diploma in Community Engagement Development

S/N	List of Competencies (Standard)
1	Provide customer assistance
2	Handle customer service-related administration
3	Evaluate customer service strategy
4	Carry out routine workplace communication
5	Plan stakeholder engagement strategy
6	Implement stakeholder engagement plan
7	Review stakeholder engagement
8	Plan community programmes and activities
9	Produce programme materials
10	Manage community programme delivery
11	Evaluate community programmes
12	Manage volunteer recruitment
13	Implement volunteer support systems
14	Supervise volunteer teams
15	Evaluate volunteer management strategy
16	Plan fundraising activities
17	Organise fundraising activities
18	Review fundraising activities
19	Determine beneficiary service needs
20	Assist to implement social service programme
21	Provide support for group work activities
22	Provide support in casework management
23	Conduct research on current client issues
24	Collaborate in professional practice
25	Develop own self-care plans
26	Prepare research groundwork on consumer consumption patterns
27	Conduct market research on consumer consumption patterns
28	Analyse consumer consumption data with data analytics and/or data visualisation tools

<b>S/N</b>	<b>List of Competencies (Standard)</b>
29	Develop event marketing plan
30	Develop digital marketing plan
31	Evaluate performance of event & digital marketing plan