

MEDIA RELEASE

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EMPOWERING BACK-TO-WORK MUMS AND MUMPRENEURS TO RESUME THEIR CAREER JOURNEYS

Ngee Ann Poly partners Mums@Work to identify obstacles faced by these women to re-enter the workforce and curate programmes to plug the gaps

Close to 40,000 Mums@Work members say age, technological and skills' gaps are some key obstacles they face in trying to rejoin the workforce.

Specially curated programmes to help moms looking to re-start their careers and mumpreneurs aspiring to start a home-based business.

Singapore, 7 Oct 2019 — Age, technological and skills' gaps, lack of confidence, fear of changing work environment and generational diversity were cited as some of the key obstacles for the close to 40,000 Mums@Work members in re-entering the workforce. This is despite the fact that more than 80 per cent of the members had more than eight years of work experience, mostly in white-collar jobs in banking and finance, media and entertainment and human resources. Close to half were even in a managerial position previously.

The latest survey findings brought Mums@Work (MW) and Ngee Ann Polytechnic (NP) to come together to help aspiring back-to-work mothers and mumpreneurs overcome challenges by curating programmes that will serve to bridge the gaps. Both parties inked their partnership at a Memorandum of Understanding signing ceremony today.

From getting a professional image makeover to refreshing their resume and developing a digital portfolio to showcase their capabilities, NP has curated a holistic programme to help MW members regain confidence and prepare them for the corporate world. To cater for enterprising homemakers who want to start a home-based venture, NP has also provided a suite of kickstarter programmes to equip them for the business world. Besides learning new crafts, MW mumpreneurs will also gain better understanding on e-commerce and digital analytics so that they can ride on the digital waves to give their home enterprises a boost.

Courses that help to bridge digital divide will also be made available to MW members.

To further bridge the digital divide that some of the back-to-work mums or mumpreneurs may face, a host of programmes on digital skills and emerging technologies such as Artificial Intelligence and FinTech, is also made available to them. Among them is an eight-week SkillsFuture Work-Study Programme - Bootcamp in Digital Marketing and Branding, which is co-sponsored by the hiring company. This fast-track programme will enable them to learn the essentials of digital marketing within two months, and guarantee them job interviews with NP's network of industry partners which include e-commerce companies and marketing agencies. Over 60 per cent of past participants of this bootcamp were successful in securing a placement with the industry partners, thus giving MW members a boost in their confidence of landing a job upon completion of the programme. (Please refer to [Annex A](#) for the profile of an MW member enrolling into this programme)

“An integral part of reintegration is upskilling and staying in touch with the latest trends and knowledge. With Ngee Ann Polytechnic's suite of courses, the member-mums in our network can rediscover their career paths and find different courses to help them restart or develop their career or entrepreneurial journey,” said Ms Sher-Li Torrey, Founder of Mums@Work.

Ms Christy Chung, Director of NP's CET Academy, shared from her personal experience: “As a mother of five, I had been away from work for extended periods five times over. I can fully understand that the days leading up to returning to work may be daunting. I am thus grateful for this opportunity to collaborate with Mums@Work to co-curate learning itineraries for mumpreneurs and returning mums. Whether they are re-starting, re-anchoring or re-discovering their careers, there is an itinerary for each of them.”

A total of 15 short courses with duration ranging from half a day to eight weeks will train MW members to be work-ready and future-ready. In addition, there is a suite of more than 20 microlearning courses under the banner called Professions which offers on-the-go training in critical lifeskills as well as professional skills for specific industries such as healthcare and landscaping. MW members can also sign up for NP's newly launched Masters Collective video docu-series featuring local entrepreneurs like Love, Bonito's Rachel Lim and Carousell's co-founder Marcus Tan, to give them some insider insights on setting up a business. More information on the courses available for MW members can be found in [Annex B](#) or by scanning the QR code below:



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About Ngee Ann Polytechnic

Ngee Ann Polytechnic started in 1963 and is today one of Singapore's leading institutions of higher learning with 15,000 enrolled students in over 40 disciplines. It seeks to develop students with a passion for learning, values for life, and competencies to thrive in a global workplace.

<http://www.np.edu.sg>



About Mums@Work

Mums@Work was started in early 2010 as the first career portal in Singapore that supports women to find the perfect balance between being a mum and working. We provide mums with the support, assistance and advice when choosing flexi-time options or when starting a small Mumpreneur business. We also work with Employers who believe in the new way of work - creating a work environment that embraces it.

We are the main information source for:

- Mothers seeking Flexible Work Arrangements
- Mumpreneurs (Mothers starting a small business from home)
- Mothers returning to work, after a career break
- Employers keen on Flexible Work Arrangement
- Employers keen on hiring back-to-work female talent

<https://www.mumsatwork.net/home>



Annex A

Profile of Mums@Work Member: Ms Rachel Goh, age 44

Like some stay-at-home mums who have been away from the corporate world for some time, Rachel has longed to make a comeback but she has some apprehension about whether she can adjust to full-time work and the new work culture. There is also the question of where the opportunities of employment are, as she had been out of touch of the job market since quitting her last full-time job more than five years ago.

Rachel started her career as an engineering assistant in 1999 before going into sales and marketing in 2005. For the next nine years of her life, she grew her career as a sales and marketing executive. She even took up a post-diploma course in Business Administration to upgrade her skills in that industry. With everything going well for her, the thought of giving up her career was not an easy decision for Rachel – she discovered that being a full-time homemaker was not her cup of tea when she momentarily took a break from work after giving birth to her son in 2011. She rejoined the workforce shortly but had to reverse that decision in 2014 when her then three-year-old son was taken ill with bronchitis. Stricken with guilt, she decided to quit her job to care for her son. Five years on, her son is now in primary school and doing well academically. Grateful that her sacrifice has paid off, Rachel began to think seriously about resuming her career journey.

As a Mums@Work member, she heard about the NP's Work-Study Bootcamp in digital marketing and decided to enroll in it as she is very interested in this field. She also felt that this course would expose her to new job opportunities. She is even thinking of becoming a mumpreneur some day. But before that happens, she hopes to get reintegrated into the workplace first to pick up new skills. Yes, she reckons that there will be challenges and fears to overcome, but she is raring to go for it.

Rachel is looking forward to starting NP's Work-Study Bootcamp - Digital Marketing and Branding course on 7 October 2019. At the end of the two-month programme, she will be guaranteed interview opportunities with prospective employers. The programme has achieved an encouraging number of job placements for past participants.

Annex B

List of Course Offerings (Mums@Work & NP Partnership)

S/N	Course Title	Course Summary	Duration	Date	Future Run(s)
1	Back to the (Corporate) Future – Unit 1.1: Resume Writing + Making the Most of Your Sabbatical	Learn how to refresh your resume and highlight your strengths and achievements for your personal branding.	0.5 day	1 Oct 19 (9am-1pm)	23 Mar 20 (9am-1pm)
2	Back to the (Corporate) Future – Unit 1.2: Business Image & Makeover for Your Professional Photo	Rebuild your corporate wardrobe and get tips on business etiquette and networking know-how.	0.5 day	2 Oct 19 (1.30-5.30pm)	24 Mar 20 (9am-1pm)
3	Back to the (Corporate) Future – Unit 2.1: Developing Your Digital Portfolio	Harness the strengths of social media platforms to communicate and maintain your presence online and get noticed by potential employers.	0.5 day	8 Oct 19 (9am-1pm)	25 Mar 20 (9am-1pm)
4	Back to the (Corporate) Future – Unit 2.2: Diversity Inclusion in the Workplace	Get all the insights you need to adapt to your new work culture or close that generational gap as you learn to communicate and manage young millennials in your team.	0.5 day	9 Oct 19 (1.30-5.30pm)	26 Mar 20 (9am-1pm)
5	Filming, Scripting and Marketing your Digital Portfolio in 12 hrs	Learn how to script and film your own digital introduction which you can use on your LinkedIn and social media platforms.	1.5 days	2 Oct 19 (9am-5.30pm) & 8 Oct 19 (9am-1pm)	24 Mar 20 (9am-5.30pm) & 25 Mar 20 (9am-1pm)
6	Ecommerce for start-ups: All you need to know	Gain insights on how to start your own e-commerce business, the different e-Commerce business model and funding options. Manage legal issues like incorporation, electronic contracts, intellectual property, personal data and more.	3 days	23 – 25 Mar 20	Register Interest

S/N	Course Title	Course Summary	Duration	Date	Future Run(s)
7	Performance Marketing: Measure & Optimise Your Online Marketing Campaign	In this course, acquire the techniques and skills you need to develop, plan and implement an effective digital marketing strategy and get an in-depth understanding on customer behaviour online.	2 days	2-3 Dec 19	NA
8	Digital Analytics for Marketing: Use Customer Intelligence to Uncover High-Value Audience	Discover how SEM and SEO can help you achieve better results for your paid ads. Also, gain an understanding of how data analytics can help you optimise your marketing campaigns.	2 days	12-13 Dec19	9-10 Jan 20
9	Starting Your Home Enterprise	Get a step-by-step guide on how you can run your business, from the development of ideas to how to register your business, and gain an overview of marketing strategies to help promote your business.	1 day	18 Nov 19	30 Mar 20
10	Marketing your Home Enterprise	For mumpreneurs who already have a product/business or social proposition, this course seeks to raise your awareness of basic marketing strategies on digital and social media platforms.	1 day	18 Nov 19	30 Mar 20
11	SkillsFuture Work-Study Programme - Bootcamp in Digital Marketing & Branding	An 8 weeks bootcamp that will give you a holistic toolkit to hone your skills as a digital marketer. Plus get guaranteed interviews for full-time jobs in the field.	8 weeks	7 Oct – 29 Nov 19	8 Mar – 1 May 20
12	Photography & Copywriting	Learn how to take snazzy pictures for your products and learn how develop copies to promote it.	1 day	27 Mar 20	NA

S/N	Course Title	Course Summary	Duration	Date	Future Run (s)
13	Social Media Marketing	Learn how to combine social media skills and marketing strategy in this course through case studies. Plus find out how to create a social media plan tailored to specific needs to reach your target audience.	2 days	16-17 Dec 19	NA
14	SkillsFuture for Digital Workplace	Get an overview on how to cyber security and how you can protect your data at work, and how digital technology will impact the way we work and more.	2 days	19-20 Nov 19	17-18 Dec 19 21-22 Jan 20
15	Emerging Technologies in the Digital World	Know some of the hottest emerging technologies in the market today and get quick insights on what Blockchain & Smart Contracts, Internet of Things, Artificial Intelligence, Robotics and more.	2 days	Register Interest	
16	Professions: Micro-learning courses	Bite-size online courses to learn while on-the-go. Topics include lifeskills, softskills, healthcare, real estate and more. Members of Mums@Work can enjoy 50% discount. Promo Code: MUMSATWORK	1 day per course	On-going	
17	The Masters Collective	In this online video docu-series, learn directly from industry icons and change makers, from influencers to local entrepreneurs, and gain insider tips on the secrets to thrive in their fields.	1 - 7 hours per course		

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