TFPG HIRING MARKETING AUDIT

BY: ZING

TFPG HIRING OBJECTIVES

PRIMARY

RAISE **AWARENESS** AND **SIGN UPS** FOR WOG HIRING INITIATIVE

SECONDARY

LEVERAGE ON HIRING PUSH TO **INCREASE AWARENESS OF OGP** AND THE WORK WE DO

PRIORITY **LIST**

P1

GOVTECH
SINGAPORE

DIGITAL & INTELLIGENCE

MAS
Monetary Authority
of Singapore

DIS, GDS, MAS

P2

Singapore
TOURISM
BOARD

DSTA
Defence Science &
Technology Agency

HOUSING &
DEVELOPMENT
BOARD

STB, HDB, DSTA

P3

CENTRAL PROVIDENT FUND BOARD
SINGAPORE

EDB
SINGAPORE

INLAND REVENUE
AUTHORITY OF
SINGAPORE

CSIT
Centre for Strategic
Infocomm Technologies

CAAS
Civil Aviation Authority of Singapore

CSA
SINGAPORE

SMART NATION
&
DIGITAL GOVERNMENT OFFICE

& more...

CPF, EDB, IRAS, CSIT, SSG, CAAS, CSA, A*STAR, SNDGO, HTX, SID

INTERESTED AGENCIES

P1

P2

P3

DIS

HDB, DSTA

ACRA, NLB, IRAS, Tote Board, CSIT, SLA

....

P1 - DIS (SAF)

Target Audience (for recruitment efforts):

- Full-time National Servicemen (Work-Learn Scheme for NSFs to work and obtain degree)
- Industry Professionals (Senior Roles)

Current Channels (for recruitment efforts):

P1 - DIS
(CURRENT EFFORTS)

OWNED MEDIA Website, Social Media, Events

POSITIVES

Relatively strong engagement on social media despite recent launch in 2022

Website
- Has a dedicated one-step **microsite** consolidated information about DIScareers with clear navigation for future hires to find the information they need
- Transparent about salary range for the various roles under Military Domain Experts Scheme

IG/FB/LinkedIn
- Relatively high engagement for a newly launched social media account that started at the end of 2022
- Efforts have been made to enhance the relatability of recruitment posts by creating graphical profiles.

STARTING RANK AND SALARY

	Starting Rank	Starting Salary
C4 Expert	ME4 - 1	S$5,170 - S$6,170
	ME4 - Trainee	S$4,550 - S$5,430

Note: Information correct as of Oct 2022

P1 - DIS
(CURRENT EFFORTS)

OWNED MEDIA — Website, Social Media, Events

NEGATIVES

Lack of active involvement in tech communities and insufficient efforts to source talent on LinkedIn. Most social media posts do not have CTA in the caption nor directly link to the DIScareer website

IG/FB
- Inconsistent feed, difficult to find information regarding recruitment

LinkedIn
- Doesn't have much content related to recruitment in tech roles
- No job listed on LinkedIn right now (despite having tech openings based on TFPG tracker)
- Lack of employer and employee branding efforts

Website:
- Doesn't show company values, USPs, tech projects
- DISCareer website does not have a form for viewers to submit their emails to subscribe to a mailing list

Events:
- Little coverage of tech career fairs and career information sessions on social media
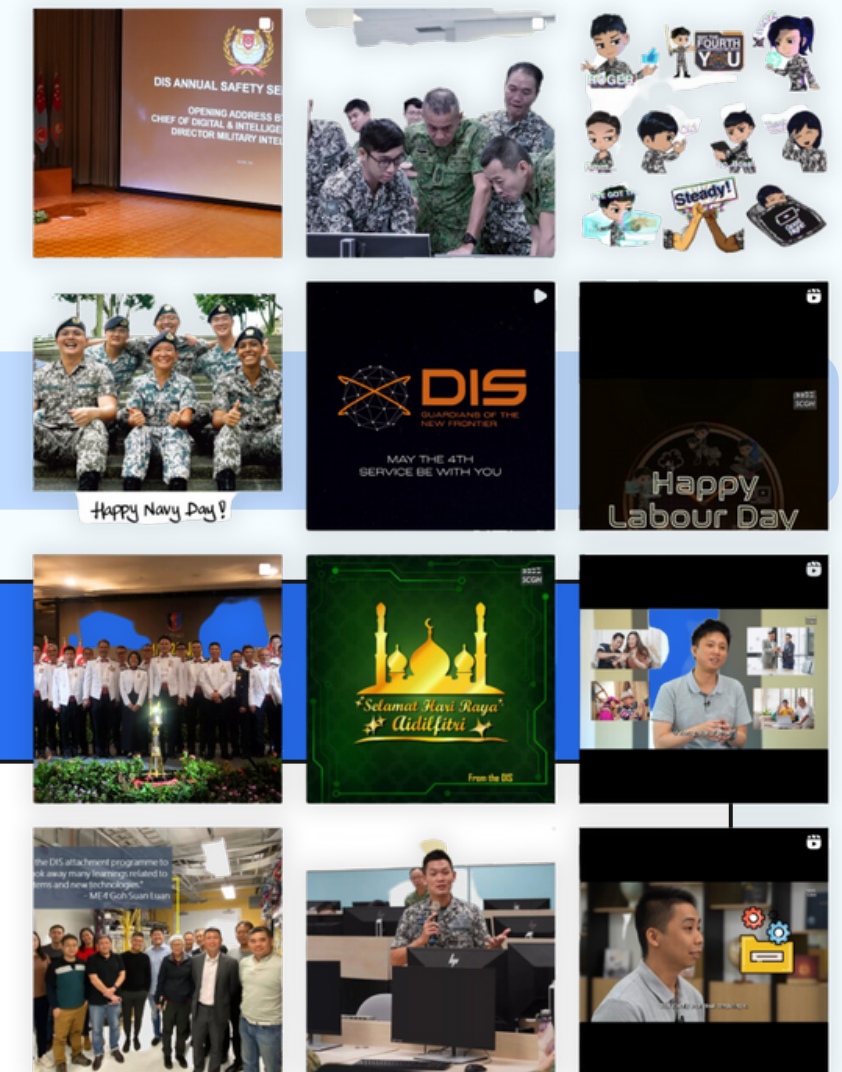
There are no jobs right now.

Create a job alert and we'll let you know when relevant jobs are posted.

P1 - DIS
(CURRENT EFFORTS)

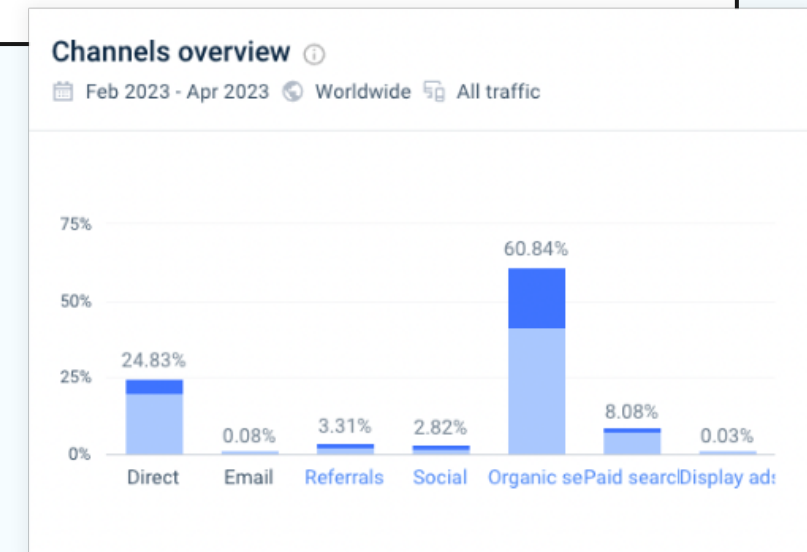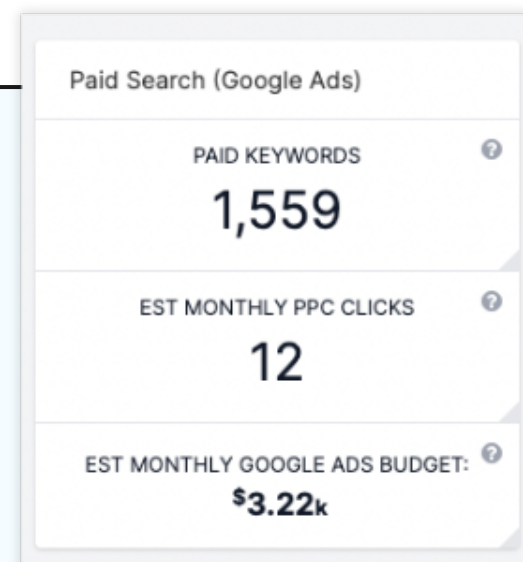**PAID MEDIA** — Paid search, display advertising, and sponsored social media posts

POSITIVES	NEGATIVES
• **Paid Search** ○ Actively targeting 1559 keywords which can increase the visibility and potential click-through rate of ads and helps the website to rank well	• Lack of paid job advertisements on job boards and social media platforms. • The frequency of display advertisements being shown is relatively low so there might be limited visibility or exposure of ads to target audience (source: **similarweb**).

Paid Search (Google Ads)

PAID KEYWORDS
1,559

EST MONTHLY PPC CLICKS
12

EST MONTHLY GOOGLE ADS BUDGET:
$3.22k

Channels overview
Feb 2023 - Apr 2023   Worldwide   All traffic

75%
50%
25%
0%

24.83%   0.08%   3.31%   2.82%   60.84%   8.08%   0.03%
Direct   Email   Referrals   Social   Organic se   Paid searc   Display ads

P1 - DIS
(CURRENT EFFORTS)

POSITIVES

- Coverage by CNA & Strait's Times about the launch of DIS by SAF and recruitment efforts by DIS to recruit more tech talents from both military and non-uniformed groups
- Organic search is relatively high, which can provide consistent visibility and traffic over time and enhance DIS' credibility and trustworthiness.

SAF's new Digital and Intelligence Service to recruit more digital experts

Vanessa Lim
@VanessaLimCNA
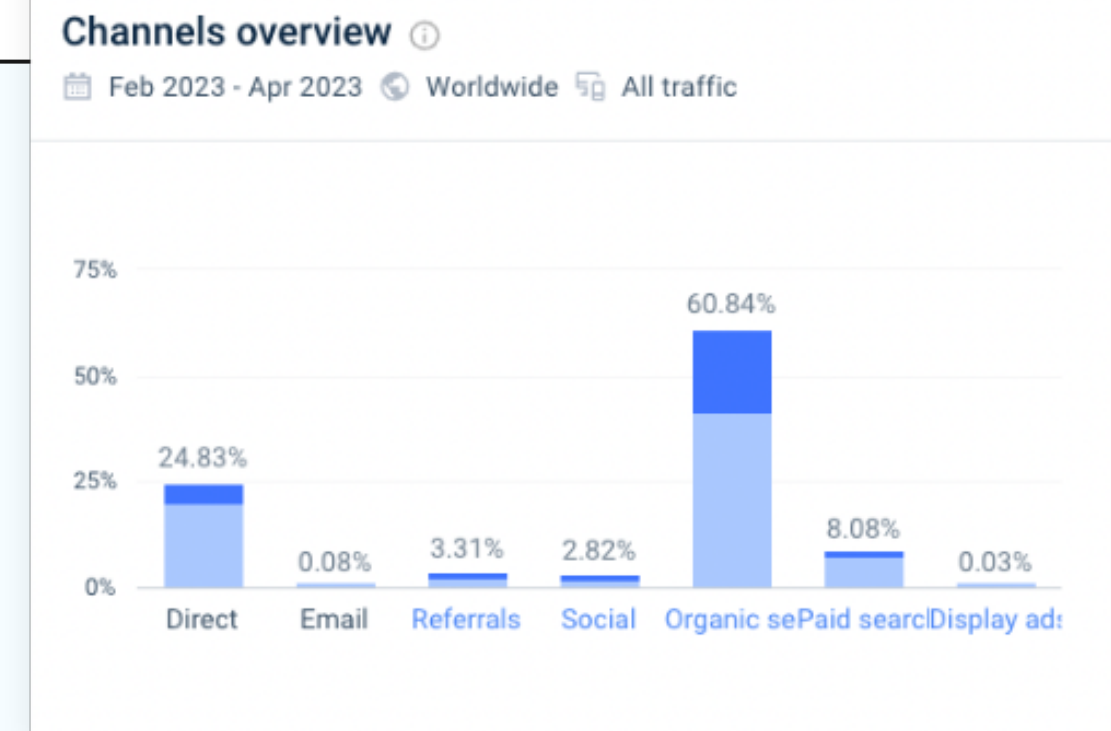
30 Jun 2022 06:00PM
(Updated: 01 Jul 2022 12:03AM)

The Singapore Armed Forces' (SAF) new Digital and Intelligence Service (DIS) will recruit more digital experts – both military and non-uniformed – to deal with growing security threats such as the proliferation of cyber weapons….

see more

SAF's Digital and Intelligence Service formed to safeguard S'pore against digital threats

President Halimah Yacob presenting the state colours to Chief of Digital and Intelligence Service (DIS), Brigadier-General Lee Yi-Jin, at the DIS inauguration parade on Friday. ST PHOTO: JASON QUAH
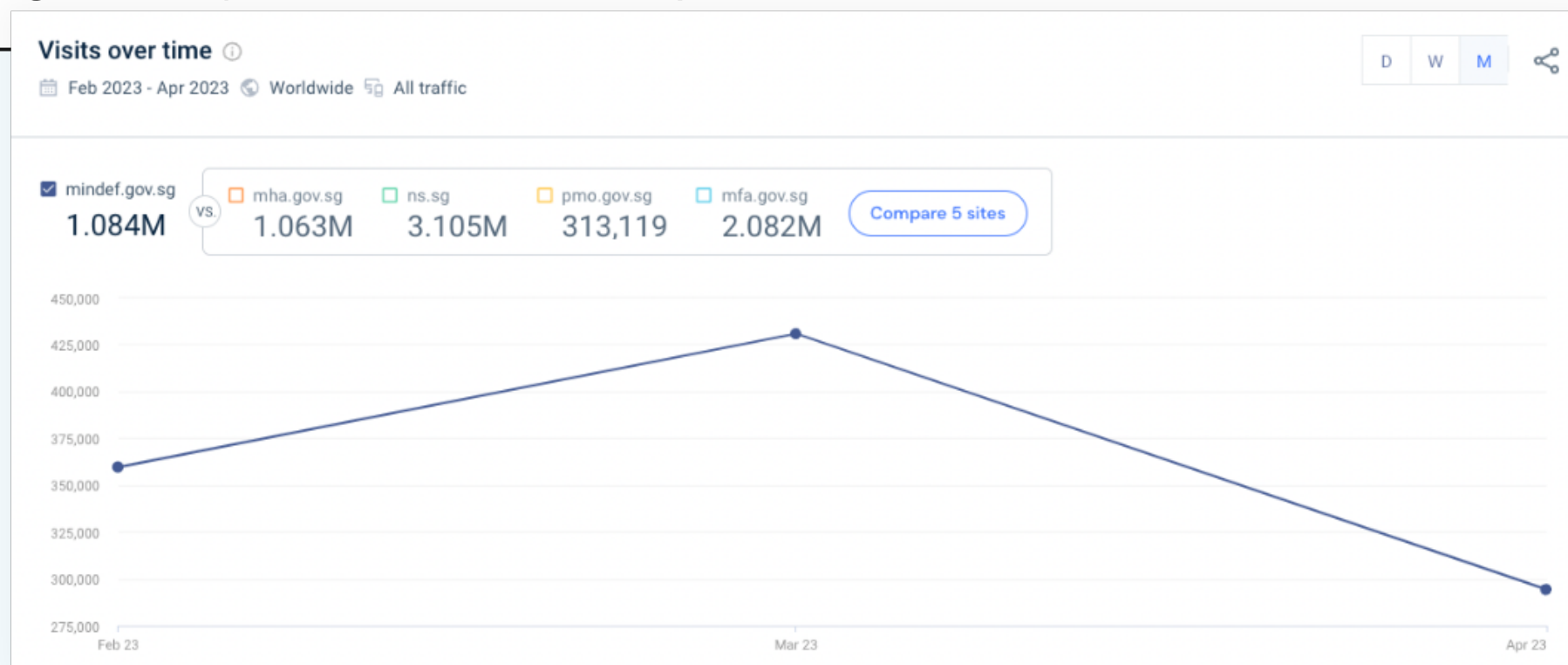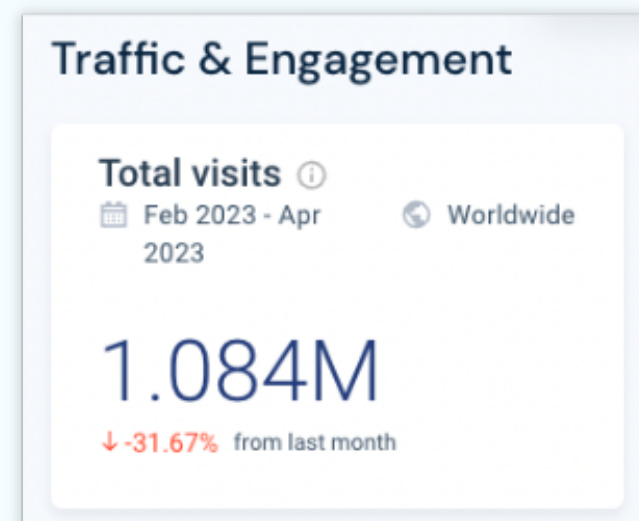

Channels overview ⓘ

📅 Feb 2023 - Apr 2023   🌐 Worldwide   🔄 All traffic

Direct	Email	Referrals	Social	Organic se	Paid searc	Display ad
24.83%	0.08%	3.31%	2.82%	60.84%	8.08%	0.03%

P1 - DIS
(CURRENT EFFORTS)

EARNED MEDIA	News coverage, employee referrals

NEGATIVES

- Lack of employee reviews on Glassdoor/Indeed/Nodeflair for tech roles in DIS SAF, which may discourage tech talent from applying to DIS due to little information pertaining to working in the company. There are negative reviews from NSFs/regulars who are posted to the military intelligence which may affect the overall employer reputation of DIS SAF.
- Website visits to DIS career page has decreased significantly from Feb 2023 to Apr 23 (Source: **SimilarWeb**)

Traffic & Engagement

Total visits ⓘ
📅 Feb 2023 - Apr 2023   🌐 Worldwide

1.084M

↓ -31.67% from last month

Visits over time ⓘ
📅 Feb 2023 - Apr 2023   🌐 Worldwide   🔀 All traffic

☑ mindef.gov.sg	☐ mha.gov.sg	☐ ns.sg	☐ pmo.gov.sg	☐ mfa.gov.sg	Compare 5 sites
1.084M	VS 1.063M	3.105M	313,119	2.082M	

P1 - MAS

Target Audience (for recruitment efforts):

- Experienced Hires
- Students & Graduates

Current Channels (for recruitment efforts):

P1 - MAS
(CURRENT EFFORTS)

OWNED MEDIA Website, LinkedIn, Events

POSITIVES

Website
- Has a dedicated **section** for Tech@MAS that provides transparent details on the application process and FAQs for Tech and Data Talent (TEDA) Programme
- Contains testimonials of TEDA officers on the website which give website visitors a glimpse of the TEDA programme

LinkedIn
- Job listings provide clear and comprehensive descriptions of the roles, responsibilities, and qualifications required.
- Efforts in showcasing daily experiences and activities of tech officers working at MAS, as well as regular updates on significant events and initiatives within the tech department of MAS.

MAS Tech Community
- Allows jobseekers to upload their CVs on **impress.ai**, connecting MAS hiring managers to jobseekers keen to work in MAS tech functions in the next 2 years

Application Process

1. Application to Specialisation Track
2. Technical Assessment
3. Panel Interviews
4. Group Discussions
5. Offer
6. Onboarding

P1 - MAS
(CURRENT EFFORTS)

OWNED MEDIA   Website, Social Media, Events

NEGATIVES

Insufficient content showcasing technology-related projects and their impact

Website:
- Lack of content showcasing MAS' specific tech projects and innovations
- Absence of clarity regarding the MAS' tech-related goals and missions

IG/FB
- MAS **does not have its own IG/FB** account but it is under MOF
- MOF content primarily focuses on **budget and policy updates** rather than tech recruitment efforts

LinkedIn
- Insufficient **employee advocacy** within the tech department.
- Limited engagement and support from employees in the tech department when it comes to advocating for the organisation or promoting its initiatives, products, or services.

P1 - MAS
(CURRENT EFFORTS)

PAID MEDIA — **Paid search, display advertising, and sponsored social media posts**

NEGATIVES
• The paid media efforts for tech-related events and recruitment are generally **insufficient**. There is a lack of emphasis on promoting tech-specific initiatives through sponsored and boosted ads. Instead, the focus tends to be primarily on finance conferences and updates.

Ads

Ads from Monetary Authority of Singapore (MAS)

The following ads may show up on your feed. Listed offers may not apply to you. Learn more

Monetary Authority of Singapore (MAS)
124,178 followers
Promoted

We are 55% below the emissions reduction target required by 2030 and 35% below the investments required for ne ...see more

2022 Transition Finance towards Net Zero Conference – Video Highlights

P1 - MAS
(CURRENT EFFORTS)

EARNED MEDIA — News coverage, employee referrals

POSITIVES

News coverage: Several major news outlets such as The Straits Times and Economic Times have covered **tech recruitment efforts in Singapore's financial sector**, specifically software developer and engineer roles to support financial services such as digital financial services, blockchain, and artificial intelligence.

Press Releases: MAS has regularly published **press releases** on their website related to FinTech to share updates and significant events

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Media Releases | Published Date: 25 November 2022

UK and Singapore deepen collaboration in FinTech and strengthen financial cooperation

The United Kingdom (UK) and Singapore held the 7th UK-Singapore Financial Dialogue in Singapore today. Both countries renewed their commitment to deepening the UK-Singapore Financial Partnership that was agreed in 2021, discussed mutual priorities such as sustainable finance, FinTech and innovation, and agreed on further cooperation in these areas.

Media Releases | Published Date: 14 November 2022

Central Banks of Indonesia, Malaysia, Philippines, Singapore and Thailand Seal Cooperation in Regional Payment Connectivity

Bank Indonesia, Bank Negara Malaysia, Bangko Sentral ng Pilipinas, Monetary Authority of Singapore, and Bank of Thailand have agreed to strengthen and enhance cooperation on payment connectivity to support faster, cheaper, more transparent, and more inclusive cross-border payments.

Media Releases | Published Date: 14 November 2022

Singapore FinTech Festival 2022 sees Record Turnout from the Global FinTech Community

The seventh edition of the Singapore FinTech Festival (SFF), which concluded on 4 November 2022, attracted more than 62,000 participants from over 115 countries. This was the largest SFF gathering since the inaugural edition in 2016.

S'pore's financial sector on hiring spree, with a third of over 9,400 new jobs in tech: MAS chief

MAS to combat tech-enabled scams like using deepfake calls in unauthorised bank transactions

The Monetary Authority of Singapore expects banks to treat scam victims fairly in disputes over unauthorised transactions.

P1 - MAS
(CURRENT EFFORTS)

EARNED MEDIA | News coverage, employee referrals

NEGATIVES

- **Glassdoor/Indeed/Nodeflair**
  - Lack of employee reviews (<4) for IT and engineering functions on Glassdoor/Indeed/Nodeflair
  - Negative reviews for the engineering roles on Glassdoor
- **Lack of media coverage** in covering MAS' tech-related initiatives

Monetary Authority of Singapore (MAS) Reviews

Be the first to review Monetary Authority of Singapore (MAS) and help thousands of job seekers make the right career decision!

Write Your Review

3.0 ★★★☆☆

Current Employee

Okay

16 Apr 2022 - Engineer

○ Recommend   ○ CEO Approval   ○ Business Outlook

Pros
Fast paced and quite demanding

Cons
Lack of compassion for staffs. Output oriented.

Be the first to find this review helpful

☺ Helpful   ⬆ Share

1.0 ★☆☆☆☆ ⌄

Former Employee

political

14 Aug 2022 - Engineer

○ Recommend   ✓ CEO Approval   ○ Business Outlook

Pros
need to find the pros

Cons
political, back stabbing with no chance career progression

Continue reading

2 people found this review helpful

☺ Helpful   ⬆ Share

P1 - **DSAID (GOVTECH)**

Target Audience (for recruitment efforts):

- Senior Hires

Current Channels (for recruitment efforts):

P1 - DSAID
(CURRENT EFFORTS)

OWNED MEDIA | Website, Social Media, Events

POSITIVES

- Compared to other government agencies, the branding of DSAID in the tech community is relatively good.
- In terms of content, there is a combination of employee testimonials and initiatives aimed at showcasing the culture of GovTech beyond work.

Website
- The website showcases clear hiring processes and company culture
- Transparent in highlighting internship opportunities and respective deadlines

Outreach
- Has mentorship programmes and community engagement for outreach to tertiary students

Blog
- DSAID has a **Medium blog** that covers projects, capability development and internship experiences

Our Role

Our Journey

Our Culture and Values

Our Digital Government Rankings

Our Statistics

Our Team

Internship Experiences

Analytics is like an onion: My internship experience at DSAID

Hello! I am Livana Ho, a fourth-year student majoring in Smart City Management and Technology from SMU. During my summer break in 2022, I...
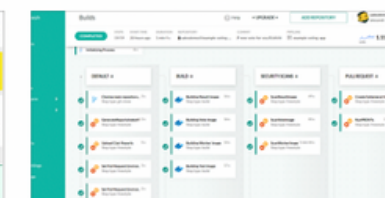
Shaun Khoo
Jan 10 · 6 min read
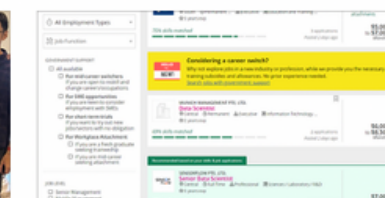
Internship Experience in DSAID during COVID

I am Ting Wei, a third-year student majoring in Industrial Engineering in National University of Singapore.

Fan Ting Wei
Oct 23, 2020 · 4 min read

My Internship in GovTech

Hi everyone! I am Bill, a second-year Computer Science student from National University of Singapore (NUS), and I have just recently...

Bill Chee
Sep 24, 2020 · 5 min read

P1 - DSAID
(CURRENT EFFORTS)

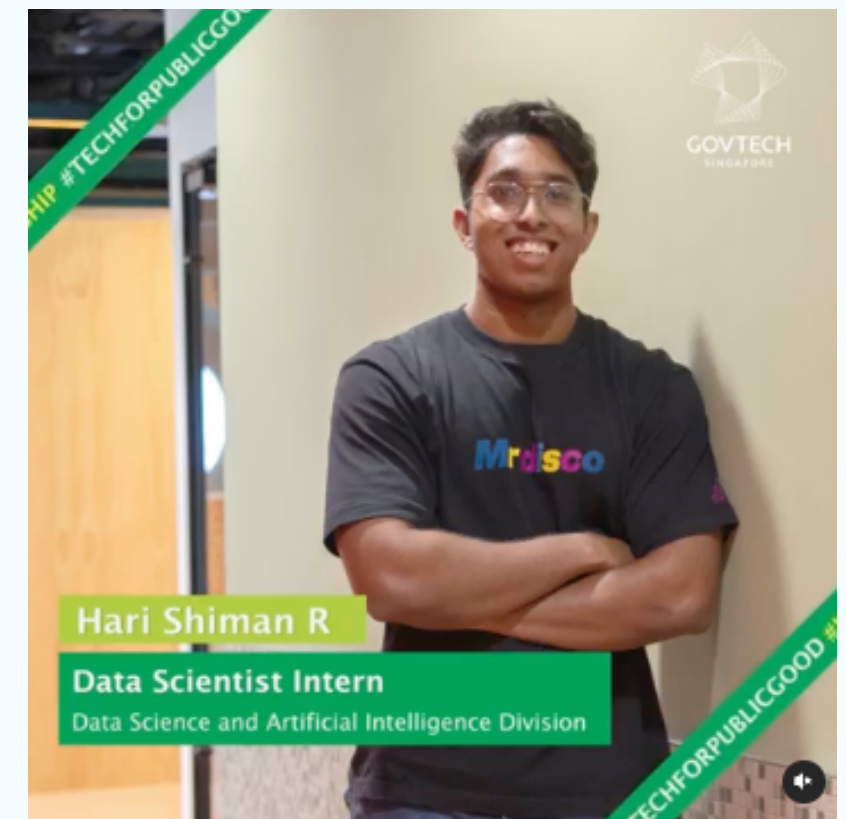**OWNED MEDIA** — **Website, Social Media, Events**

NEGATIVES

IG/FB
- Content sometimes focused on getting viral rather than highlighting GovTech's USPs and culture
- Employee testimonials on IG/FB primarily consist of quotes, which could become repetitive and vague over time. As a result, the audience may become desensitised to them after a while.
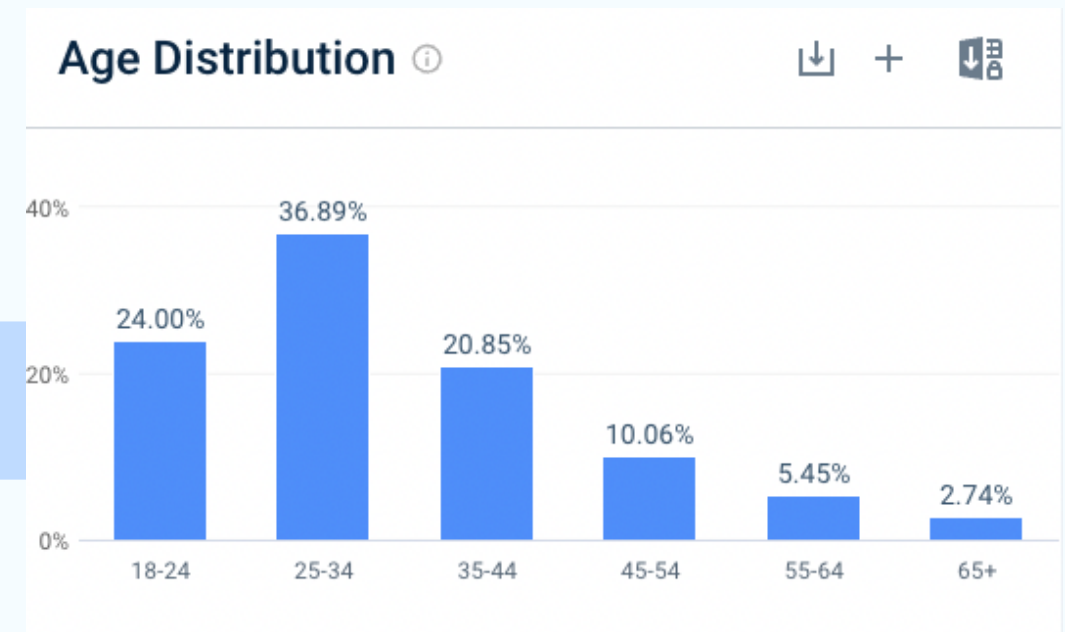
Outreach
- The organisation has shown effectiveness in reaching out to students through mentorship and internship programmes, but it may not be as effective in marketing for attracting senior hires (eg. GovTech's Accessibility Enabling team).

Hari Shiman R
Data Scientist Intern
Data Science and Artificial Intelligence Division

P1 - DSAID
(CURRENT EFFORTS)

PAID MEDIA — Paid search, display advertising, and sponsored social media posts

POSITIVES	NEGATIVES
• Social media engagement for school outreach events (eg. GeekOut) is generally strong, constituting top high performing posts for GovTech IG/FB pages • Top search terms that drive traffic include 'GovTech internship'	• General consensus that DSAID appeals to younger demographic (18 - 35) more as compared to older demographic as shown from web traffic age distribution to tech.gov.sg

Age Distribution

- 18-24: 24.00%
- 25-34: 36.89%
- 35-44: 20.85%
- 45-54: 10.06%
- 55-64: 5.45%
- 65+: 2.74%

G **govtechsg**
Mon 4/3/2023 5:09 pm +08

Get ready to GeekOut! 🤓 Our annual tech bootcamp for Junior College (or equivalent), and Polytechnic students is...

Public Engagements	121
Likes	121
Comments	0
Shares	—

G **govtechsg**
Wed 4/26/2023 10:06 am +08

Last 4 days to apply for GeekOut 2023! Join us from 12 to 16 June 2023 at our signature five-day tech bootcamp to lear...

Public Engagements	81
Likes	78
Comments	3
Shares	—

P1 - DSAID
(CURRENT EFFORTS)

Government Technology Agency
4.4 ★★★★½ 16 reviews

EARNED MEDIA	News coverage, employee referrals

POSITIVES

- Regular coverage of initiatives and updates on major news outlets such as Straits Times
- Relatively good tech reputation and reviews by employees on Indeed
- Internships and job search drive web traffic to the main Govtech website.
- Has employee advocacy on **LinkedIn**

150 seniors in tech trial that detects falls at home, lets them consult polyclinic doctors remotely
9 Apr 2023, 5:00 am

GovTech to get new CEO from June 1
30 Mar 2023, 3:07 pm

At a glance: Singpass hits 5 million users, new anti-scam steps to come, e-appointment system expanded
28 Feb 2023, 5:00 am

Top referring industries ⓘ
📅 Feb 2023 - Apr 2023   🌐 Worldwide   🖥 Desktop

Website Categories	Traffic Share
Government	13.30%
Programming and Developer Software	10.73%
Jobs and Career - Other	8.83%
Business and Consumer Services - Other	8.32%
Health - Other	6.96%

Top organic search terms ⓘ
📅 Feb 2023 - Apr 2023   🌐 Worldwide   🖥 Desktop

govtech	7.04%
govtech internship	5.68%
govtech singapore	2.46%
decada	0.91%
singpass	0.75%

P1 - DSAID
(CURRENT EFFORTS)

EARNED MEDIA News coverage, employee referrals

NEGATIVES
• **Inconsistent Employee Reviews**   ○ The reputation of Govtech on Glassdoor (3.9) and Nodeflair (4) is not as favourable compared to Indeed.

Found **516** of over **822** reviews   Sort Popular ⌄

3.9 ★★★★☆ ⌄

79% Recommend to a Friend

94% Approve of CEO

Kok Ping Soon
223 Ratings

P2 - DSTA

Target Audience (for recruitment efforts):

- Potential hires for Developers, Cloud, Cyber roles
- Graduating Students
- Graduates/Experienced Professionals

Current Channels (for recruitment efforts):
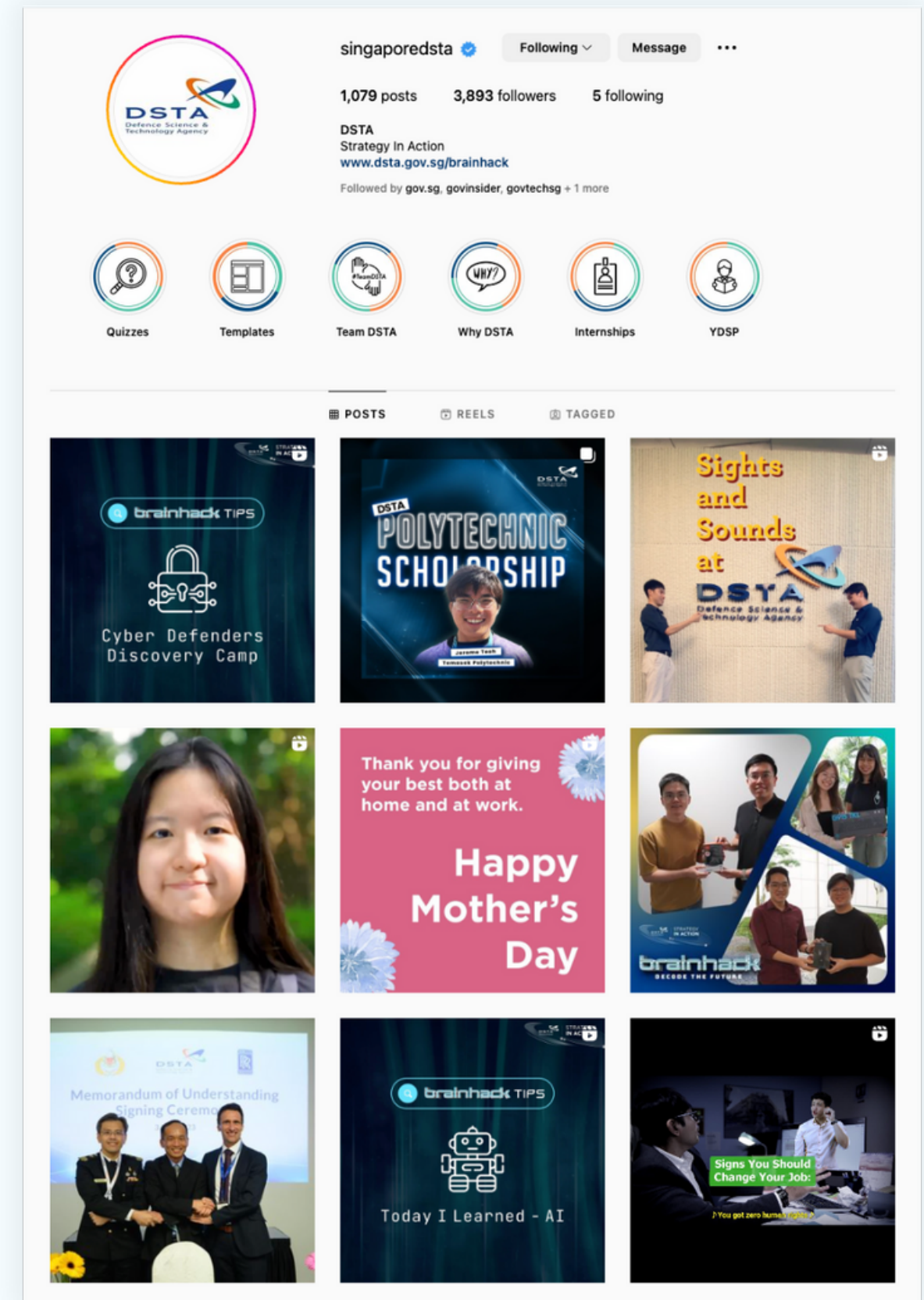
P2 - DSTA
(CURRENT EFFORTS)

OWNED MEDIA — Website, Social Media, Events

POSITIVES	NEGATIVES

Website
• Allows users to filter jobs by areas and provides a portal for potential candidates to deposit their resumes
 	
IG/FB/LinkedIn
• To a certain extent, cold calling and LinkedIn Recruiter for tech candidate sourcing
• Facebook posts on campus outreach for students and young tech professionals perform relatively well (eg. BrainHack)
• Generally have recruitment, employee posts, scholarships that are fun and engaging
 	
Events
• Has decent number of programmes for young tech professionals/students such as **TGP**
• Organise numerous campus events and campaigns such as BrainHack
	• **IG/FB/LinkedIn**
	  ○ Overall, there is a high volume of repetitive or irrelevant content and can lead to audience disengagement
	  ○ Overly focused on internships/scholarships/hackathons rather than senior hires/experienced roles

P2 - DSTA

(CURRENT EFFORTS)

PAID MEDIA	Paid search, display advertising, and sponsored social media posts

NEGATIVES

- Posts related to scholarships/recruitment efforts have relatively low engagement
- Focuses too much on younger hires than older hires

Top Keywords ⓘ

Keyword	Count	VOL	Cost
dsta	591	VOL: 7,980	$0.88
brainhack 2023	499	VOL: 948	$--
brainhack dsta	307	VOL: 456	$1.06
dsta singapore	236	VOL: 996	$0.27
dsta scholarship	231	VOL: 1,175	$1.32

273 Others

See more →

P2 - DSTA
(CURRENT EFFORTS)

POSITIVES	NEGATIVES

• **News Coverage**
    ○ Campus outreach events such as Brainhack generally gain news coverage on major news outlets such as The Straits Times
	• **Has a generally bad tech reputation as a place to work in**
	    ○ Relatively low ratings on Glassdoor (3.6) and Indeed (3.6)

Digital tech gets boost in interest as more students attend annual BrainHack

Participants hovering around a laptop during one of the in-person activities at Today I Learned – AI Camp organised as part of BrainHack. PHOTO: DSTA

DSTA

3.6 ★★★★☆ 18 reviews

Defence Science & Technology Agency Reviews

Updated 15 May 2023

Search job titles — **Find Reviews**

Clear All | Full-time, Part-time ✕ | English

Found **219** of over **579** reviews

Sort Popular

3.6 ★★★★☆ ⌄

![Housing & Development Board logo] **HOUSING & DEVELOPMENT BOARD**

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P2 - HDB

Current Channels (for recruitment efforts):

[Facebook icon] [Twitter icon] [LinkedIn icon] [Link icon]
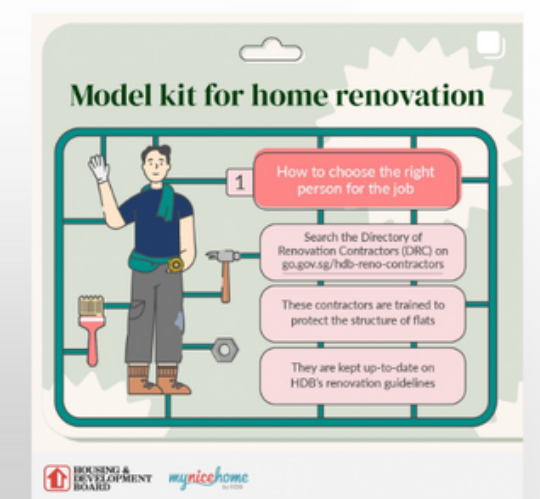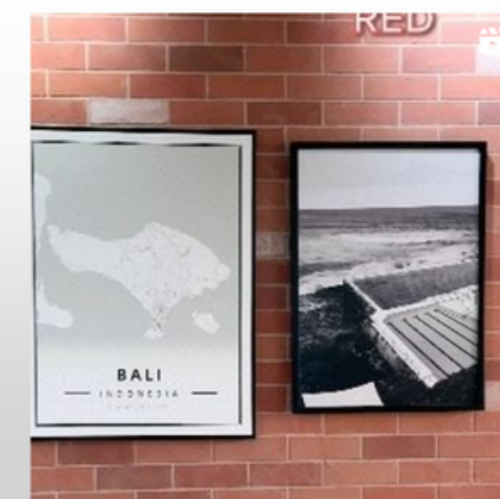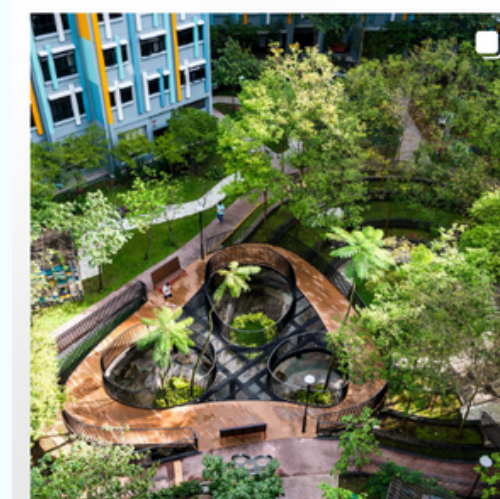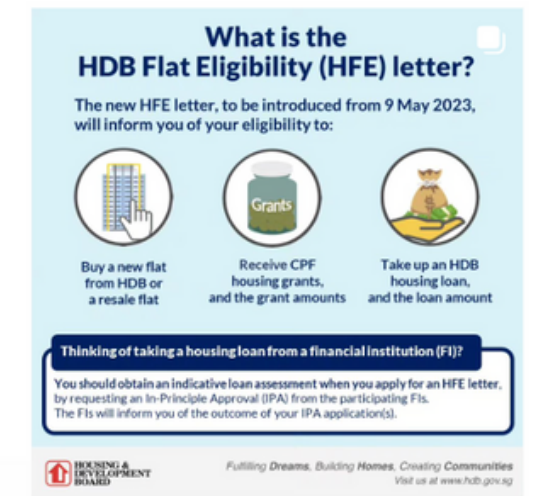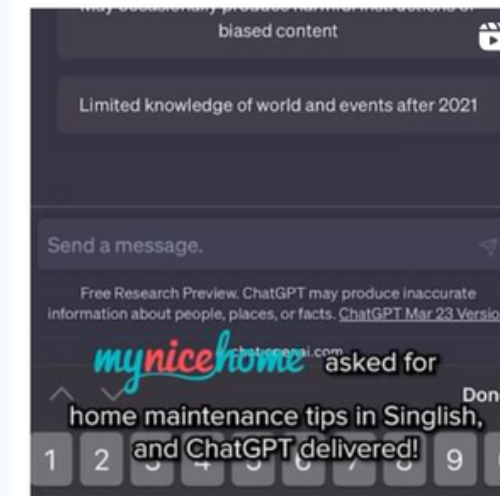
P2 - HDB
(CURRENT EFFORTS)

OWNED MEDIA Website, Social Media, Events

NEGATIVES
'Career opportunities' difficult to locate on HDB's website, and is under 'About us'. Moreover, career page does not emphasise on roles in the tech industry but rather focus on all areas   - Lack of company USPs, hiring process, tech unit branding, culture on website   - Lack of IG account   - Absence of tech-related content on social media

P2 - HDB
(CURRENT EFFORTS)

PAID MEDIA	Paid search, display advertising, and sponsored social media posts

NEGATIVES
• Search terms are mainly related to BTO rather than recruitment efforts

Top referring industries ⓘ
📅 Feb 2023 - Apr 2023   🌐 Worldwide   🖥 Desktop

Website Categories	Traffic Share
Banking Credit and Lending	44.93%
Computers Electronics and Technology - Other	16.56%
News and Media	7.65%
Search Engines	5.66%
Government	4.04%

Top paid search terms ⓘ
📅 Feb 2023 - Apr 2023   🌐 Worldwide   🖥 Desktop

bto	19.22%
hdb bto	13.05%
hdb	3.24%
grid.upgrade	24.41%
grid.upgrade	7.13%

P2 - HDB
(CURRENT EFFORTS)

EARNED MEDIA | News coverage, employee referrals

POSITIVES	NEGATIVES
• Have press releases on certain tech projects, such as collaboration with A*Star on construction technologies on A*Star's website and Advanced Construction Technologies on HDB's website	• Lack of press releases and local news coverage that focus on the tech projects HDB are embarking on • Mixed reviews of employee experiences in the IT field on Glassdoor but HDB has a relatively low rating as a place to work in (3.5 stars Nodeflair and 3.8 stars Glassdoor)

HDB AND A*STAR INK COLLABORATIONS TO ADVANCE
SMART CONSTRUCTION TECHNOLOGIES

26 Mar 2021

ACRA
ACCOUNTING AND CORPORATE REGULATORY AUTHORITY

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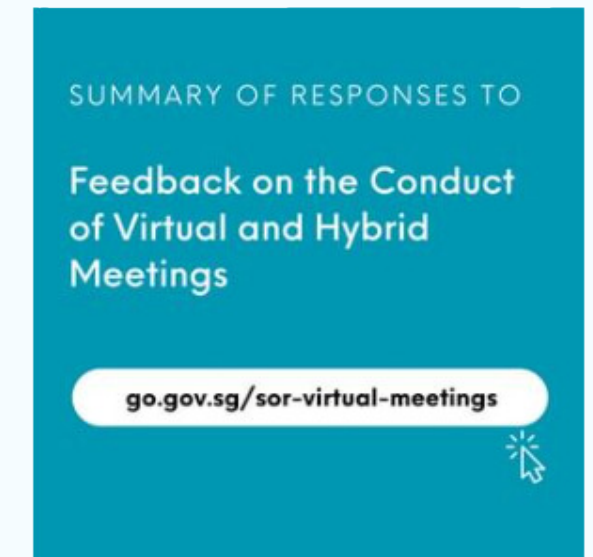
P3 - ACRA

Current Channels (for recruitment efforts):

P3 - ACRA
(CURRENT EFFORTS)

OWNED MEDIA	Website, Social Media, Events

POSITIVES	NEGATIVES

• Establish strategic partnerships with prominent technology organisations, such as Google, and showcase event coverage on the LinkedIn.	• **IG/FB/Twitter**
	    ○ No IG page, overall poor engagement and lack of tech branding on socials
	• **Website**
	    ○ Poorly designed website which lacks information about job roles, testimonials, tech branding, company USPs
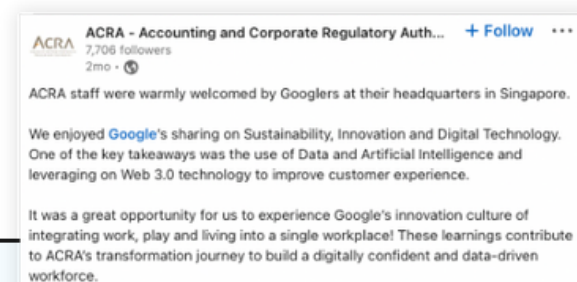
P3 - ACRA
(CURRENT EFFORTS)

EARNED MEDIA | News coverage, employee referrals

NEGATIVES

- Generally doesn't have a good reputation to work in
- Lack of Glassdoor reviews on IT and Engineering functions, with a particular emphasis on accounting functions.
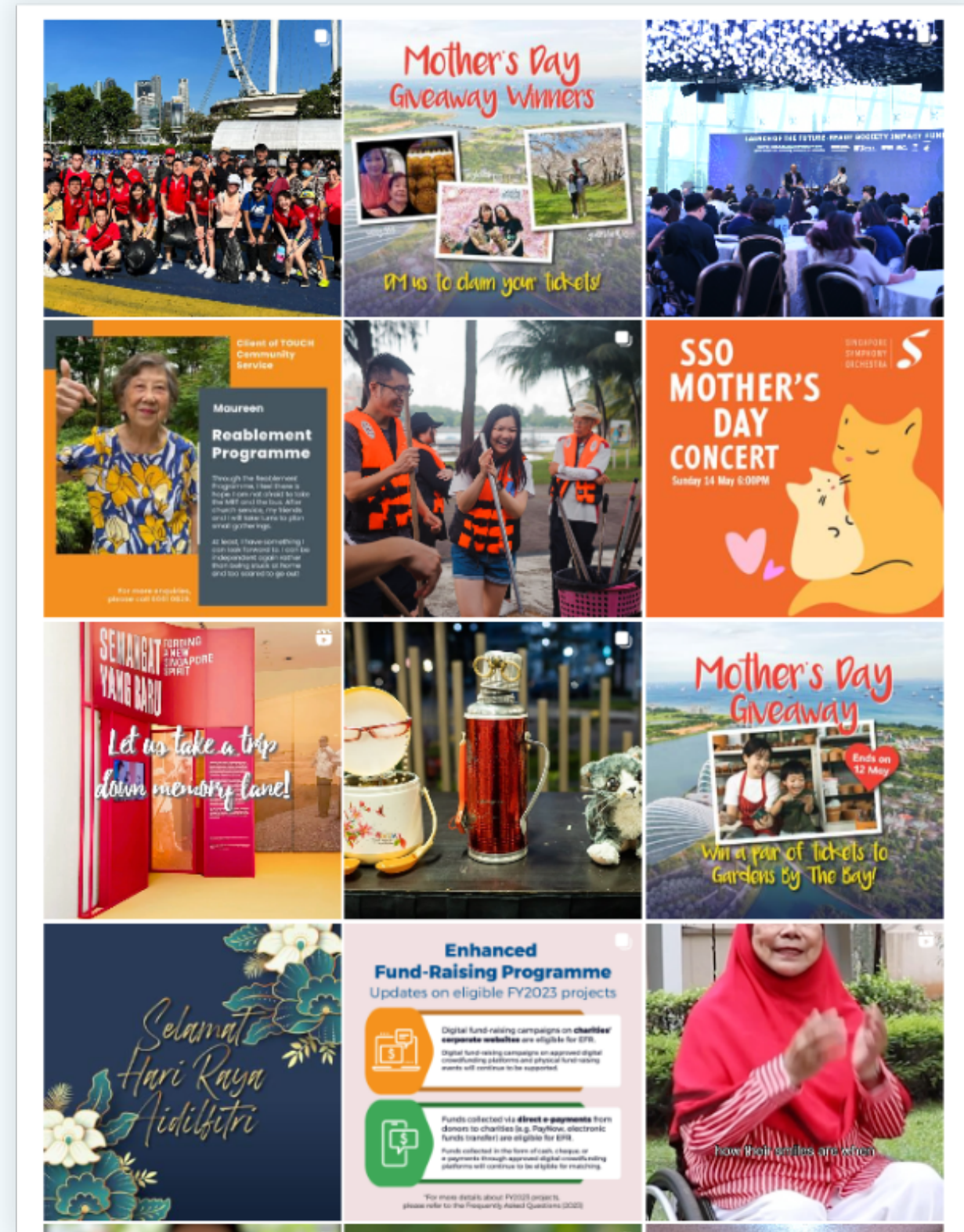- No news coverage on ACRA's tech hiring efforts

ACRA
3.9 ★★★★☆ 13 reviews

3.0 ★★★☆☆ ⌄
60% Recommend to a Friend

tote board
Giving Hope. Improving Lives.

....

P3 - TOTE BOARD

Current Channels (for recruitment efforts):

P3 - TOTE BOARD
(CURRENT EFFORTS)

OWNED MEDIA | Website, Social Media, Events

POSITIVES	NEGATIVES
• LinkedIn posts highlighting collaborative partnerships with other agencies in pursuit of digital transformation	• No job listings on LinkedIn • Lack of visual consistency on IG/FB • Lack of employee testimonials and projects that are tech-related • Lack of employee advocacy • Overall lack of tech marketing efforts

1.00 The OSG portal brings government grants for the

arts, community, heritage

P3 - TOTE BOARD
(CURRENT EFFORTS)

News coverage, employee referrals

POSITIVES	NEGATIVES
• Awards recipient at the Digital Services Awards 2022 • News coverage on Enhanced Fund-Raising Programme (EFR) that supports digitalisation	• Generally doesn't have a good reputation to work in • Lack of Glassdoor reviews on IT and Engineering functions • No news coverage on Tote Board's tech hiring efforts

BEST SEO
DIGITAL
SERVICES AWARDS
2022
AWARD RECIPIENT

BEST ACCESSIBILITY
DIGITAL
SERVICES AWARDS
2022
AWARD RECIPIENT

BEST FUNCTIONALITY
DIGITAL
SERVICES AWARDS
2022
AWARD RECIPIENT

It said on Friday (April 17) that it was also expanding the programme to include fund-raising projects on approved digital platforms, in addition to physical campaigns and events.

The Tote Board has set aside $70 million for this programme, which will support projects implemented from April 1, 2020 to March 31, 2021.

3.7 ★★★★☆ ⌄

56% Recommend to a Friend

P3 - CSIT

Current Channels (for recruitment efforts):

P3 - CSIT
(CURRENT EFFORTS)

OWNED MEDIA — Website, Social Media, Events

POSITIVES	NEGATIVES
• Offers good opportunities for students and young tech professionals through internships, scholarships, outreach programmes and traineeship • **Website** is well-organised, easy to navigate, showcases capabilities and USPs	• Poor engagement on socials • Inconsistent and cluttered feed • Content is the same throughout platforms, and revolves around debunking industry myths, employee testimonials, and awards • Website lacks transparency on hiring process
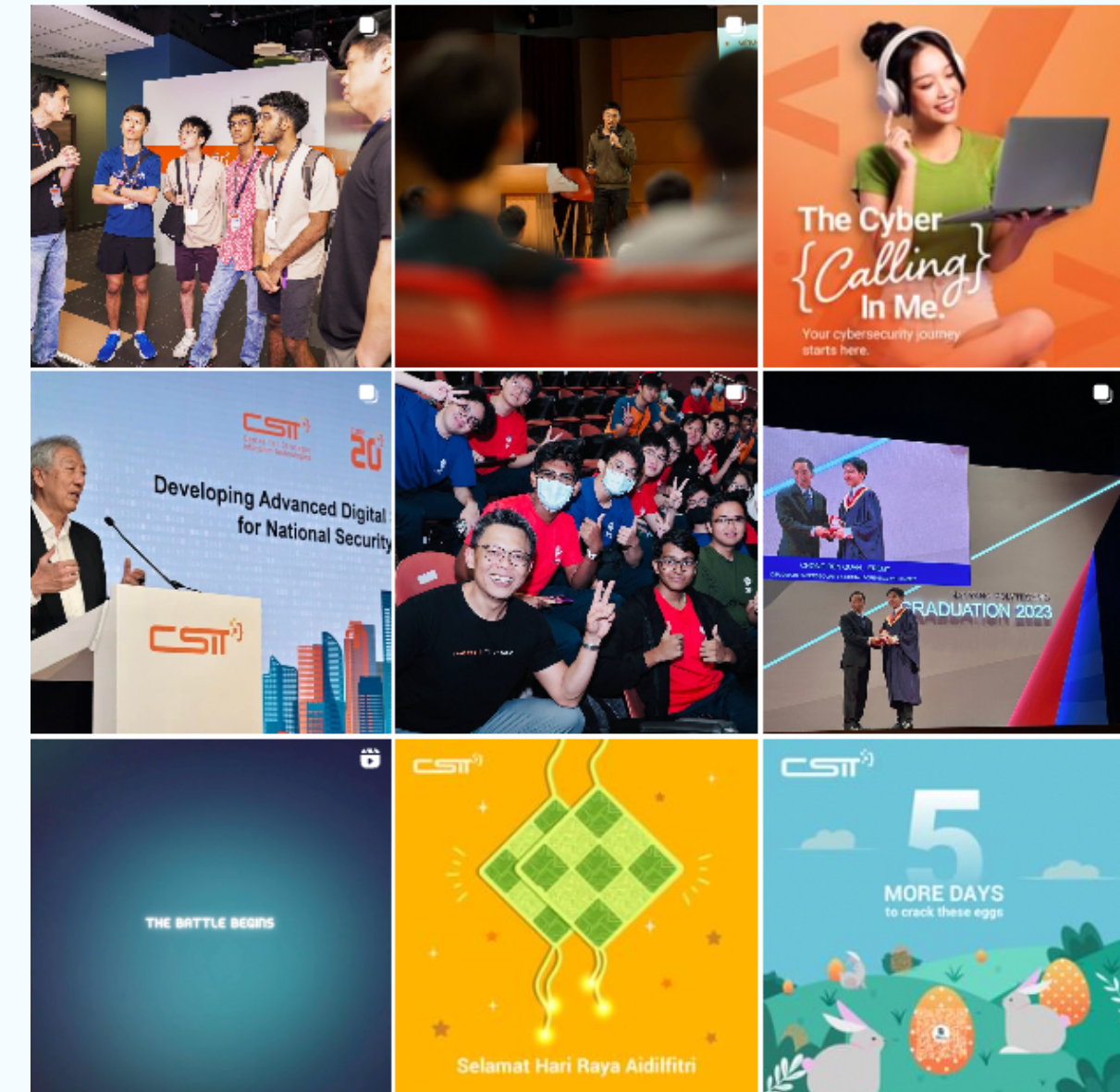
P3 - CSIT
(CURRENT EFFORTS)

PAID MEDIA — Paid search, display advertising, and sponsored social media posts

POSITIVES	NEGATIVES
• Has sponsored posts that promote CSIT careers	• Apart from sponsored posts, CSIT doesn't extensively employ paid keywords and search advertising.

Inbound Clicks from Google - Organic vs. Paid
- ● ORGANIC
- ● PAID

100% Organic Clicks

Paid Search (Google Ads)

PAID KEYWORDS
11

EST MONTHLY PPC CLICKS
0

EST MONTHLY GOOGLE ADS BUDGET: **$0.00**
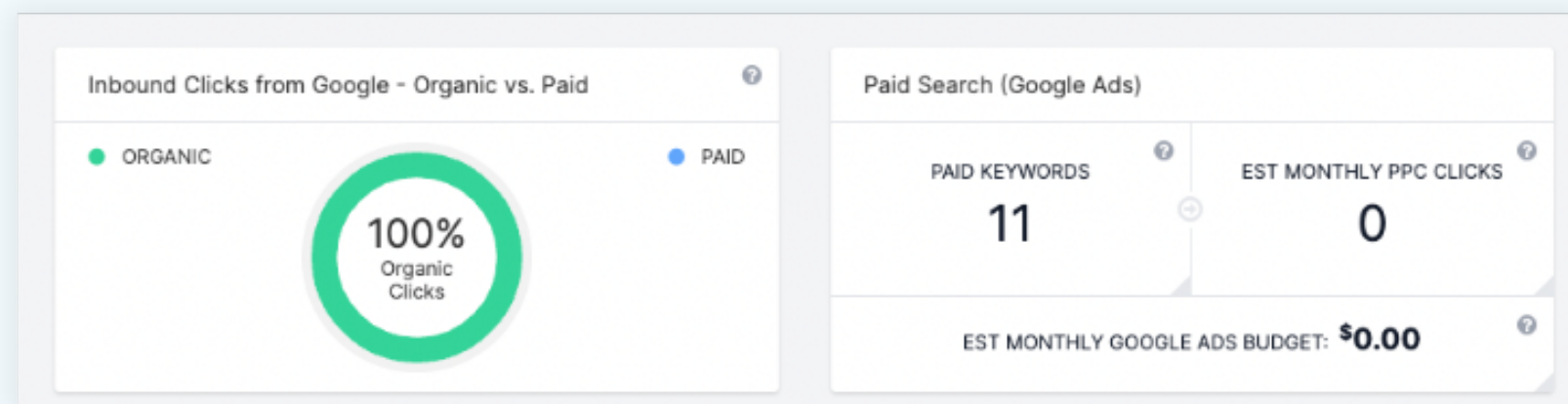
Centre for Strategic Infocomm Technologies (CSIT)
4,484 followers
Promoted

Explore digital frontiers with the best minds in CSIT and create cutting-edge defence tech solutions.

THIS IS NOT JUST A SECURITY SYSTEM. IT'S OUR NATION'S DEFENCE AGAINST ADVANCED AND SOPHISTICATED CYBER THREATS.

THIS IS NOT JUST A JOB.

DESIGN. DEVELOP. DEFEND.

Discover Your True Calling in Digital Tech | Join CSIT Now
dtcareers.gov.sg

Learn more

P3 - CSIT
(CURRENT EFFORTS)

POSITIVES	NEGATIVES
• Has some local news coverage on employee profiles related to cybersecurity roles • 100% inbound clicks from Google indicates that the website is effectively attracting organic traffic through SEO	• Generally doesn't have a good reputation for candidate interviews and work experience

You don't need to be a coding whizz to join, says cyber security manager
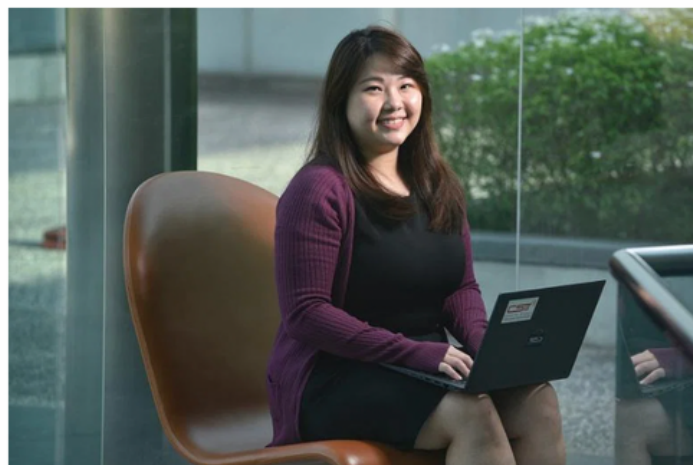
Ms Charlene Soh, a cybersecurity manager at the Centre for Strategic Infocomm Technologies. ST PHOTO: DESMOND WEE

Inbound Clicks from Google - Organic vs. Paid

● ORGANIC   ● PAID

100% Organic Clicks

Application

I applied online. The process took 3 months.

Interview

Took really long to get back because of clearance.

3.7 ★★★★☆
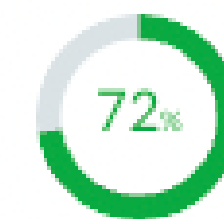
72% Recommend to a Friend

P3 - IRAS

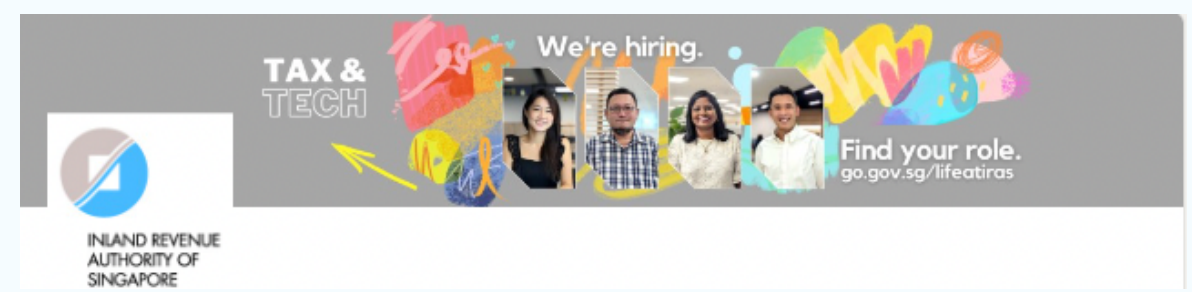**Current Channels (for recruitment efforts):**

P3 - IRAS
(CURRENT EFFORTS)

Website, Social Media, Events

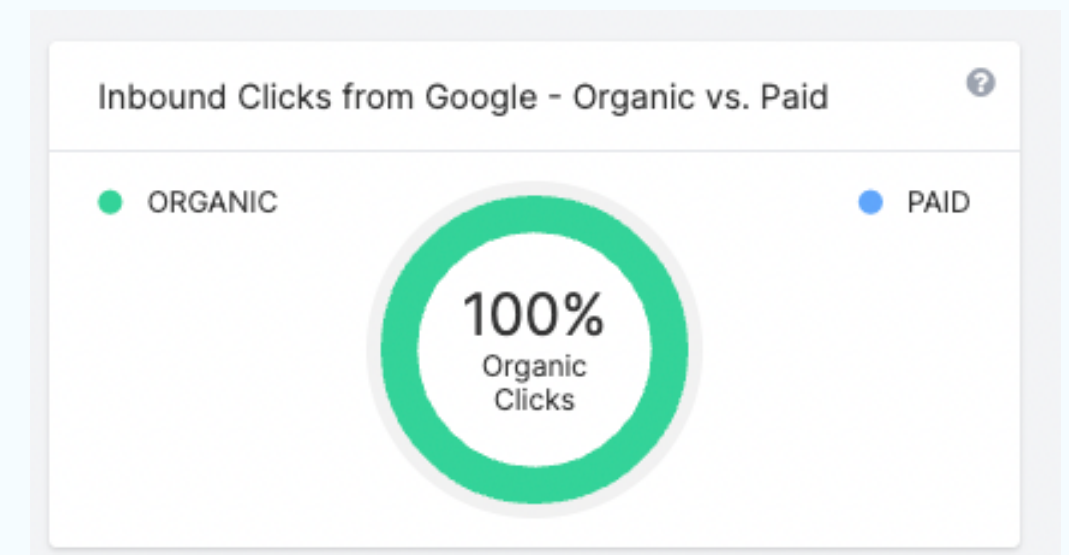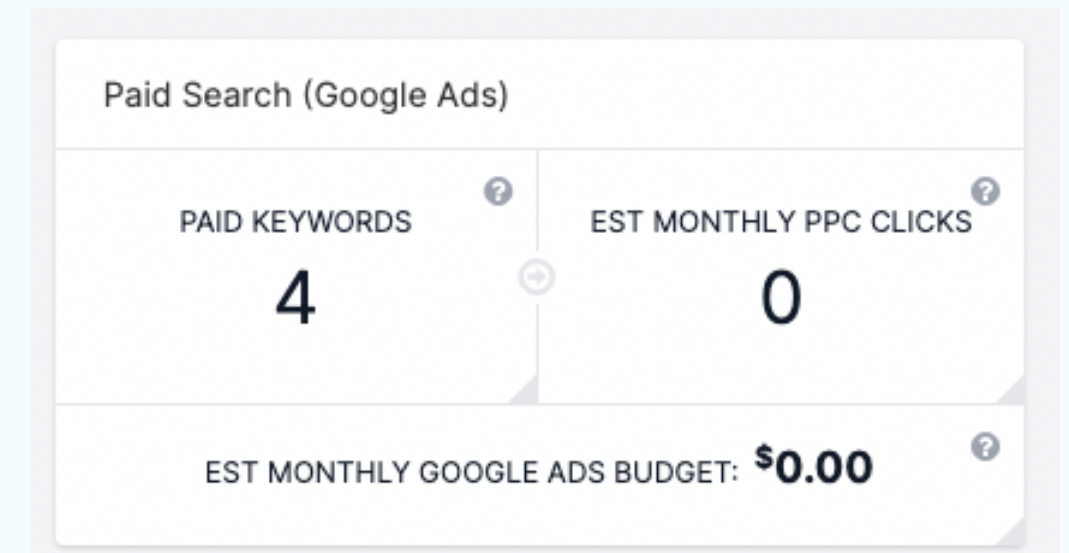| POSITIVES	NEGATIVES
IG/FB ○ Posts are usually in the form of graphics to keep informational posts engaging and easy to understand for readers **Website** ○ Clear navigation ○ Highlights work culture, staff benefits, career progression, USPs **Telegram Channel** ○ Same content as IG/FB but able to reach out to younger community **LinkedIn** ○ Banner to show that IRAS is hiring tax and tech roles	**IG/FB/LinkedIn** ○ Generally lack of posts with regards to employee testimonials, hiring efforts and experiences working in IRAS ○ Inadequate tech branding effort other than LinkedIn banner **Events** ○ Inadequate tech-related **events**

P3 - IRAS
(CURRENT EFFORTS)

PAID MEDIA — Paid search, display advertising, and sponsored social media posts

NEGATIVES
• Generally lacking paid media efforts on all platforms

Paid Search (Google Ads)

PAID KEYWORDS	EST MONTHLY PPC CLICKS
4	0

EST MONTHLY GOOGLE ADS BUDGET: **$0.00**

Inbound Clicks from Google - Organic vs. Paid

● ORGANIC   ● PAID

100% Organic Clicks

P3 - IRAS
(CURRENT EFFORTS)

EARNED MEDIA — News coverage, employee referrals

| POSITIVES	NEGATIVES
• Generally good reputation as a place to work according to Glassdoor reviews • Has some media coverage on IRAS initiatives to digitalise tax processes	• Lack of employee reviews in the IT and Engineering function, with some negative sentiments by employees working in the IT function

Iras rolls out new initiatives to help companies file taxes more easily

The new system by Iras will benefit around 60,000 small- and medium-sized enterprises this year. PHOTO: ST FILE

Inland Revenue Authority of Singapore Reviews

4.0 ★★★★☆ ⌄

75% Recommend to a Friend

89% Approve of CEO
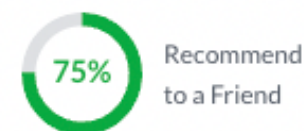
Clear All | Information Technology ✕ | Full-time, Part-time ✕ | English

Found **3** of over **559** reviews

3.0 ★★★☆☆ ⌄

Clear All | Engineering ✕ | Full-time, Part-time ✕ | English

Found **2** of over **559** reviews

4.0 ★★★★☆ ⌄

3.0 ★★★☆☆ ⌄

Current Employee, less than 1 year

It's tax agency

22 Feb 2023 - Information Technology in Singapore

✗ Recommend   ✗ CEO Approval   ✗ Business Outlook

Pros
Timely collection of tax every year

Cons
Collect taxpayer hard earn money

Advice to Management
NA

P3 - NLB

**Current Channels (for recruitment efforts):**

P3 - NLB
(CURRENT EFFORTS)

OWNED MEDIA — Website, Social Media, Events

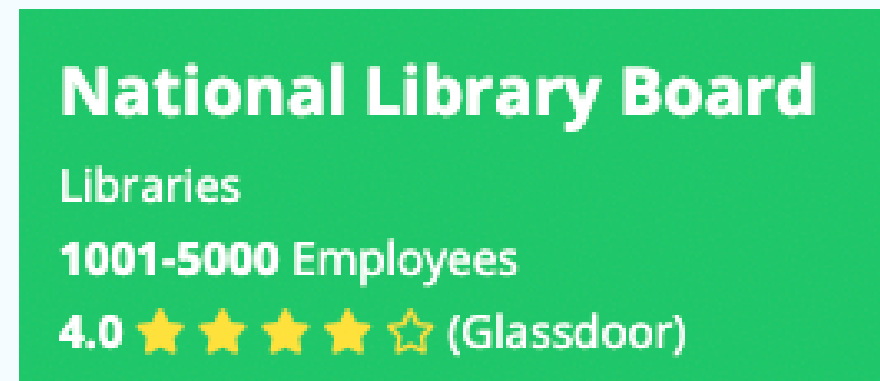| POSITIVES	NEGATIVES
Website - Briefly articulated tech roles and initiatives on the career page **IG/FB/LinkedIn** - Has posts related to tech events and happenings in NLB **Outreach** - Onsite university recruitment drives	**Website:** - Lack of internship opportunities on website - Doesn't showcases tech-related projects, initiatives, and the impact they have on society. **IG/FB/LinkedIn** - Lack of employee testimonials - Insufficient tech content that appeals to experienced hires
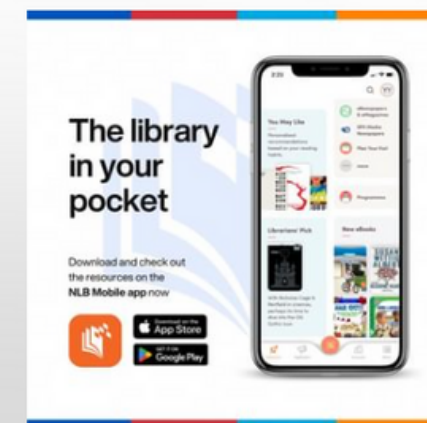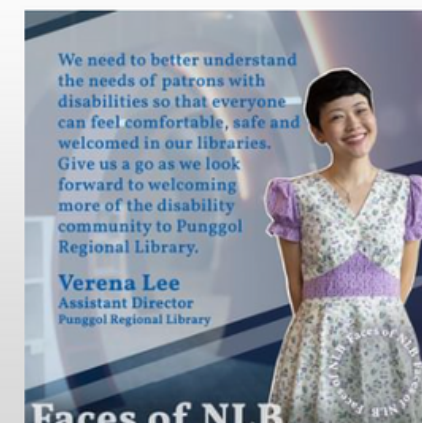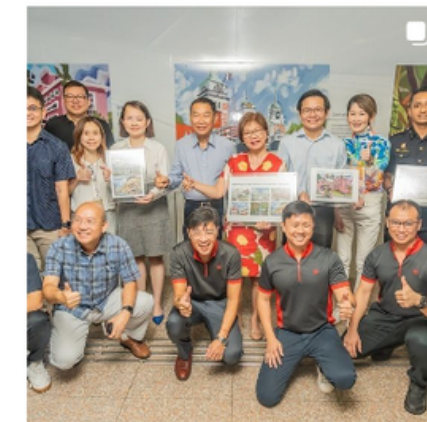
P3 - NLB
(CURRENT EFFORTS)

EARNED MEDIA | News coverage, employee referrals

POSITIVES	NEGATIVES
• Generally good ratings on Glassdoor and Nodeflair	• Lack of employee ratings in the tech functions • Lack of news coverage on NLB tech initiatives

4.0 ★★★★☆ ⌄

81% Recommend to a Friend

96% Approve of CEO

National Library Board

Libraries

1001-5000 Employees

4.0 ★★★★☆ (Glassdoor)
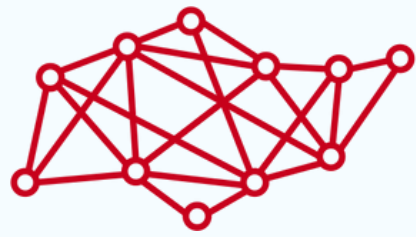
P3 - SNDGO

Current Channels (for recruitment efforts):

P3 - SNDGO
(CURRENT EFFORTS)

OWNED MEDIA	Website, Social Media, Events

POSITIVES	NEGATIVES

• **Website**
  ○ Clearly articulated organisation's mission, values, and unique selling points as an employer in the tech industry.
  ○ Has a a dedicated career website or section that showcases tech-related projects, initiatives, and the impact they have on society.
	• **IG/FB/LinkedIn**
	  ○ The Instagram feed lacks consistency and coherence in terms of visual style, branding, and messaging.
	  ○ Random content without a clear strategy or theme makes it difficult to engage and attract potential candidates.
	  ○ Recruitment efforts are not adequately emphasised or featured on social media channels.

P3 - SNDGO
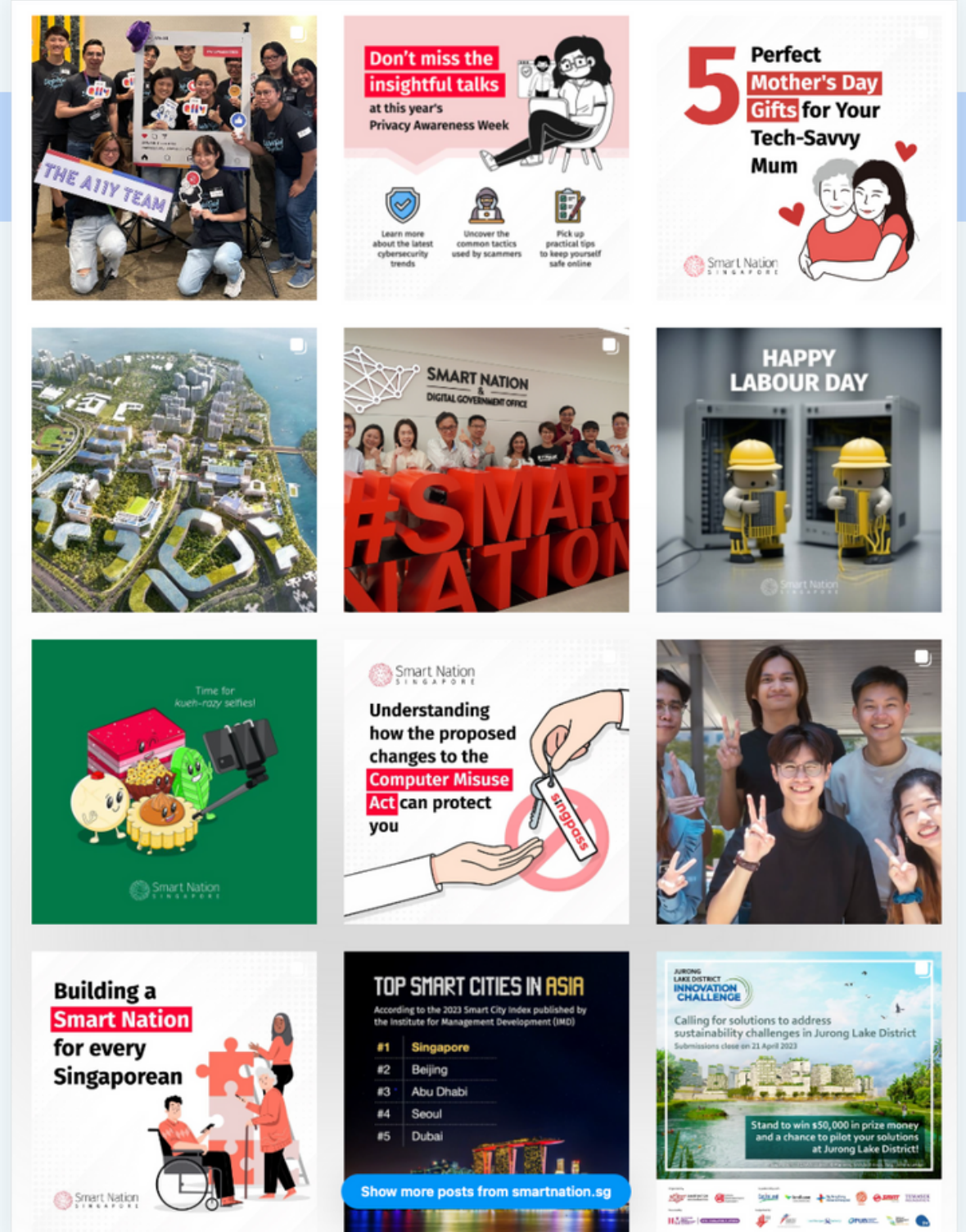## (CURRENT EFFORTS)

EARNED MEDIA — News coverage, employee referrals

POSITIVES	NEGATIVES
• Search terms that generate significant traffic include 'Smart Nation Scholarship,' which has the potential to attract highly skilled tech talent. • Generally has frequent media coverage on Smart Nation initiatives	• Generally low ratings on Glassdoor and Nodeflair due to progression issues and negative sentiments coming from non-scholars

Top organic search terms ⓘ
📅 Feb 2023 - Apr 2023 🌐 Worldwide 🖥 Desktop

smart nation	2.27%
smart nation scholarship	2.17%
nation ai	1.32%
smart nation singapore	1.31%
imda smart nation scholars...	1.05%

Smart Nation and Digital Government Office

SMART NATION & DIGITAL GOVERNMENT OFFICE

Government Administration
51-200 Employees
2.6 ★★⯪☆☆ (Glassdoor)

3.0 ★★★☆☆ ✓

Former Employee

NA

9 Aug 2022 - Senior Manager in Mesquite, NV

✘ Recommend ◯ CEO Approval ✘ Business Outlook

Pros
NA NA NA NA NA

Cons
Only scholars get the good work and promotion

Continue reading

GENERAL THEMES

Common Problems

BRANDING

Lack of Tech-Focused Image

Non-tech agencies may have limited visibility or recognition as employers of choice for tech talent due to their primary focus on non-technical functions or services.

Limited Employee Testimonials

The lack of employee advocacy such as public testimonials can make it difficult to build credibility and trust among tech talents.

CONTENT

Inconsistent Content Strategy

Struggle to produce compelling and informative content specifically tailored to attract tech talent.

Inconsistency in publishing and updating content

Slow and Bureaucratic Hiring Processes

Government agencies are often associated with lengthy and bureaucratic hiring processes (based on Glassdoor/Indeed), which may deter tech talents who are accustomed to faster-paced environments.

Perception of Limited Impact

Non-tech government agencies may find it challenging to convey the potential impact and meaningful work opportunities available in tech roles.

Limited Reach and Availability

It can be challenging especially for non-tech organisations to find platforms that effectively reach and engage the desired tech candidates.

Common Problems

OUTREACH

Overlooking Mid-Career Professionals

Organisations often focus on attracting young talent through internships and mentorship programs. However, this exclusive emphasis on young individuals may result in overlooking experienced professionals who possess valuable skills and knowledge.

Inadequate Targeting

Not effectively identifying and targeting the right audience can lead to low response rates and inefficient use of resources. Casting a wide net without specific targeting can result in reaching candidates who may not be interested or suitable for the roles.

Overreliance on Passive Recruitment

Relying solely on passive recruitment methods, such as job postings or waiting for candidates to apply, can limit the candidate pool.
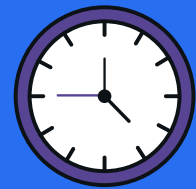
Inefficient Use of Channels

Using the wrong communication channels or not leveraging the appropriate platforms for the target audience can result in low visibility and poor response rates. It's essential to identify the channels where potential candidates are active and engage with them effectively.

MARKETING BOOTCAMP

GENERAL DETAILS

Time

Session 1: 9am - 5pm
Session 2: 9am - 5.15pm

Dates (TBC)

2 Full-Day Sessions
(June/July)

Venue

Format: In-Person
(Venue TBC)

DETAILS (SESSION 1)

TA + Branding

Duration	Time	Agenda	Speaker/Moderator
20 Min	9am-9.20am	OGP Introduction to TFPG Hiring & Marketing Bootcamp + Icebreakers	
10 Min	9.20am-9.30am	Baseline Survey (Evaluate TA + Brand USPs)	
45 Min	9.30am-10.15am	OGP Sharing on TA + Brand USPs + Developing Brand Narratives	Marketing
15 Min	10.15am-10.30am	**Break**	
30 Min	10.30am-11am	Baseline Survey Results Discussion	
90 Min	11am-12.30pm	Interactive Brainstorming Workshop + Sharings **Tasks** • Creating personas for tech talent TA • Developing brand USPs • Crafting brand narratives	TFPG Team
60 Min	12.30pm-1.30pm	**Lunch**	

DETAILS (SESSION 1)

Content Strategy + Analysis

Duration	Time	Agenda	Speaker/Moderator
30 Min	1.30pm-2pm	Baseline Survey (Evaluate Existing Content Strategies + Channels Utilisation)	
45 Min	2pm-2.45pm	OGP Sharing on Content Strategies + Channels Utilisation	**Marketing**
15 Min	2.45pm-3pm	**Break**	
30 Min	3pm-3.30pm	Baseline Survey Results Discussion	
90 Min	3.30pm-5pm	Interactive Brainstorming Workshop + Sharings **Tasks:** • Brainstorm content ideas through various mediums that appeal to identified tech target audience personas • Decide on evaluation metrics to measure content effectiveness	TFPG Team
15 Min	5pm-5.15pm	Closing	

DETILS (SESSION 2)

Amplifying Outreach – Employee Advocacy + Paid Media Strategies

Duration	Time	Agenda	Speaker/Moderator
20 Min	9am-9.20am	Session 1 Recap	
10 Min	9.20am-9.30am	Baseline Survey (Evaluate Existing Outreach Efforts + Outreach Channels)	
30 Min	9.30am-10am	OGP Sharing on Employee Advocacy & Tech Communities	Alwyn
30 Min	10am-10.30am	OGP Sharing on Paid Media Strategies	Marketing
15 Min	10.30am-10.45am	**Break**	
30 Min	10.45am-11.15am	Baseline Survey Results Discussion	
90 Min	11.15am-12.45pm	Interactive Brainstorming Workshop + Sharings • Strategies to improve outreach effectiveness + employee advocacy **Task:** Craft LinkedIn posts about experiences working in tech functions and/or tech initiatives	TFPG Team

DETAILS (SESSION 2)

Proactive Candidate Sourcing + Enhancing Candidate Experience

Duration	Time	Agenda	Speaker/Moderator
60 Min	12.45pm - 1.45pm	**Lunch**	
10 Min	1.45pm-1.55pm	Baseline Survey (Evaluate Existing Efforts on Candidate Sourcing & Experience)	
30 Min	1.55pm-2.25pm	OGP Sharing on Candidate Sourcing & Experience	People Ops
15 Min	2.25pm-2.40pm	**Break**	
30 Min	2.40pm-3.10pm	Baseline Survey Results Discussion	
90 Min	3.10pm-4.40pm	Interactive Brainstorming Workshop + Sharings • Brainstorm strategies for proactive tech talent sourcing and streamlining hiring process	TFPG Team
50 Min	4.40pm - 5.30pm	Closing + Networking	

NEXT STEPS

(TBD)
PRE-BOOTCAMP TRAINING SESSION FOR TFPG MODERATORS

Duration: 1-2 hours

Objective:
- Familiarise moderators with the flow of the marketing bootcamp workshops

What could be covered:
- Outline the different sessions, activities, and modules that will be covered throughout the bootcamp workshops.
- Clarify the role of moderators in the bootcamp workshops.

Thoughts?