

Career Conversion Programme (CCP) for Food Services Industry – Whitelisted Job Roles

Note:

1) Food services companies are encouraged to choose from the whitelisted job roles under the five archetypes below to reskill staff into and fulfil at least 1 point of the Main Job Scope after JR. Food Services companies may also make reference to the five archetypes below to develop new training plans for New Entrants.

2)

Job Functions	Suggested Job Roles
Archetype 1: Emerging Job Roles	Food Services: Nutritionist / R&D Chef, Sustainability Lead / Champion, Loyalty Retention Specialist, Field Trainer, Data Analyst
Archetype 2: Food Services Professionals (Front-of House)	Operations Manager / Area Manager
Archetype 3: Food Services Professionals (Back-of House)	Kitchen Operations Manager / Central Kitchen Director
Archetype 4: Food Services Assistants (Front-of House)	Service Ambassador
Archetype 5: Food Services Assistants (Back-of House)	Culinary Ambassador/ Kitchen Cook / (Central) Kitchen Specialist

3) Job roles before JR, possible technology and additional skills/competencies are served as reference only.

4) Specific job titles may differ across individual companies, and Job Titles may unlikely changed. (e.g. From Area Manager to Area Manager with enhanced or enlarged roles after JR).

5) All CCP applications will be evaluated on a case-by-case basis. Proposals will be assessed based on the merits of the project and extensiveness of the job(s) that are being redesigned, with technology as a key enabler.

PMET Job Roles

Suggested Job Role (Job Role after JR)	Function	Main Job Scope after JR	Job Role before JR	Possible Technology supporting the JR	Summary of additional skills and competencies required
Nutritionist / R&D Chef	Kitchen	<ul style="list-style-type: none"> Create product prototype and conduct recipe development, with a focus on nutritional menu choices and efficient utilization of commodity food stuffs, including crediting, scaling and recipe costing Assist in product development from conceptualisation to industrialisation Interact and engage with customers to gain feedback for continuous improvement and innovation Executive program marketing (eg. taste test, food nutrition workshops etc) Ensure continuous upskilling of kitchen crew especially in culinary skill 	Chef	<ul style="list-style-type: none"> Kitchen Management System Predictive Ordering System powered by AI 	<ul style="list-style-type: none"> Menu Engineering Food and Nutrition Training Development

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Sustainability Lead / Champion	Front-of-house and Back-of-house	<ul style="list-style-type: none"> • Conceptualise sustainability packaging • Provide insights and thought leadership into restaurant's food waste programmes and social responsibility opportunities • Continuously developing and communicating sustainability strategy with comprehensive action plan and measurable targets • Support the implementation of new tech within the kitchen and/or F&B establishments • Ensure farm-to-fork process adhere to sustainability standards • Support marketing team in green campaigns 	Service Supervisor / Kitchen Supervisor	<ul style="list-style-type: none"> • Robotics • Data Management Systems • B2B e-Marketplace / e-Procurement system • Farm-to-fork trust assurance 	<ul style="list-style-type: none"> • F&B Sustainability Management • Social responsibility Management • Supply Chain Management • Business process redesign • Innovation • Food Packaging

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Loyalty Retention Specialist	Sales & Marketing	<ul style="list-style-type: none"> • Develop both multi-channel and personalised marketing content for digital platforms • Conceptualise and implement new customer engagement programs • Maintain and develop a strong customer relationship with customers through campaigns / events • Analyse consumer behaviours to curate highly relevant marketing strategies and plans for different guests • Make use of data to improve guest experiences • Analyse performance of digital marketing campaigns to identify areas for improvement • Prepare and present marketing analytics reports 	Marketing Executive	<ul style="list-style-type: none"> • E-loyalty/ Customer relationship management system • Data Analytics Platform • Sensing/ Video Analytics for Restaurant Observation 	<ul style="list-style-type: none"> • Social Media marketing • Digital content curation • Data analytics • System training (eg. Adobe Creative suite, illustrator) • Public relations

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Field Trainer	Human Resource	<ul style="list-style-type: none"> Plan and coordinate store visits to advance the skill, elevate customer service and drive performance Contribute by maximising results and achievements of KPI through commercial analysis and on the spot coaching and feedback Analyse departmental learning needs Project future skills demand, develop and customise training content across level Work with hiring managers to review hiring needs and requirements Provide insights and recommendations to improve operation staffs' (mental) well-being 	Human Resource Executive	<ul style="list-style-type: none"> HRIS Application Tracking System Immersive Training Using AR/VR 	<ul style="list-style-type: none"> Training Needs Analysis Course Development HR Analytics Positive Psychology Coaching skills Problem and process improvement skills Strong communication and leadership skills
Data Analyst	Finance	<ul style="list-style-type: none"> Perform data analysis to support new sources of revenue generation Work across departments to leverage on revenue forecast insights to better plan marketing Understand and utilise revenue management technology to improve business mix, pricing, and inventory Prepare data reports Ensure all data across business units complies with governance 	Finance Executive	<ul style="list-style-type: none"> Revenue management system powered by AI Robotic process automation 	<ul style="list-style-type: none"> Data Analytics (incl Predictive Analytics) Data visualisation Presentation skills PDPA/ Data compliance and governance

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Operations Manager / Area Manager	Front-of-house and Back-of-house	<ul style="list-style-type: none"> • Oversee use of online reservation system for advance guest reservations, and automated queue manage system for walk-in customers • Conduct manpower planning and forecasting • Analyse customers' feedback and minimise service performance gaps • Assist HR to develop bite-sized training content through mobile training platform • Perform audit on staff adherence with organisation's personal, F&B hygiene standards • Conduct analytics on data collected for reporting to relevant stakeholders • Communicate with BOH to ensure optimal inventory • Manage food delivery platforms from outlet, optimise routing and deployment of riders – if restaurant has own delivery fleet 	Restaurant Manager	<ul style="list-style-type: none"> • E-Loyalty / Customer Relationship Management • Automated Reservation • Digital / Online Food Ordering • Wireless Self Collection • Queue Management System • Fleet Management System • B2B e-Marketplace / e-Procurement • IoT-enabled Central Kitchen Management • Sensing / Video Analytics for Restaurant Observation • Restaurant Layout Optimisation using AR/VR 	<ul style="list-style-type: none"> • Business Continuity Planning • Brand Portfolio Management • Budgeting • F&B Inventory and Production Management • E-commerce Management • Emergency Response Management • Workplace Safety and Health for F&B Operations • Data Analytics • Workplace Diversity and Inclusion • F&B Risk Management, Governance and Regulatory Compliance

Suggested Job Role (Job Role after JR)	Function	Main Job Scope after JR	Job Role before JR	Possible Technology supporting the JR	Summary of additional skills and competencies required
Kitchen Operations Manager	Back-of-House (Outlet / Central / Cloud / Hybrid Kitchen)	<ul style="list-style-type: none"> • Develop new concepts or menus with similar raw materials and resources • Manage inventory and cost control to optimise service delivery while minimising waste • Analyse current customers' profiles and preference to provide targeted recommendations and menu planning • Managing food and packaging waste with a focus on sustainability • Manage production schedule and monitor overall production output levels while maintaining quality assurance • Investigate, mitigate, and recommend ways to improve kitchen production and processes • Support the implementation of new technology solutions within the kitchen 	Cook / Chef	<ul style="list-style-type: none"> • Automated cooking machinery (eg: Deep fryer, self-rotating stir-fryer) • Kitchen POS / Online Ordering system • Kitchen display system • Wireless Paging System • Inventory Management System • Data Aggregation and Analysis System • Enterprise Resource Planning (ERP) system 	<ul style="list-style-type: none"> • F&B Recipe Formulation • Crisis Management • Budgeting • F&B Inventory and Production Management • Emergency Response Management • Workplace Safety and Health for F&B Operations • Food Waste Disposal and Reduction • Data Analytics • Workplace Diversity and Inclusion • F&B Risk Management, Governance and Regulatory Compliance

Non-PMET Job Roles

Suggested Job Role (Job Role after JR)	Function	Main Job Scope after JR	Job Role before JR	Possible Technology supporting the JR	Summary of additional skills and competencies required
Service Ambassador	Front-of-house and Back-of-house	<p>FOH</p> <ul style="list-style-type: none"> Conduct targeted upselling based on guest preferences Provide menu recommendations for customers based on their preferences Manage and operate various technology devices E.g. self-order devices, delivery platforms devices or inventory and procurement software Provide assistance on the use of technology to guests and perform simple troubleshooting of technology adopted Assist customers with manual ordering for special cases (eg: elderly) Provide feedback to management to guide marketing strategies (eg: feedbacking to management trends in customer preferences) Assist in promotion of business through simple content creation/curation on social media platforms Respond to service challenges and perform service recovery at operation level Enhance overall service and dining experience 	Waiter/ Waitress/ Waitstaff/ Service Crew/ Runner/ Server/ Host/ Cashier	<ul style="list-style-type: none"> Self-order kiosks Reservation software Delivery platforms POS systems Dishwashing machines Inventory systems/software Procurement systems/software Robotics and automated beverage kiosks Digital rewards mobile application Social media applications/platforms 	<ul style="list-style-type: none"> Digital literacy Data awareness Customer relationship management Innovation management Legislative and regulatory compliance Emergency response management Storytelling Food safety and hygiene Food science Quality assurance management Workplace safety Emergency response management Simple photography/videography skills Basic copywriting

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		<p><u>BOH</u></p> <ul style="list-style-type: none"> • Assist with basic food and beverage preparation • Ensure workplace safety and maintain food quality • Assist in ensuring kitchen environment and equipment are maintained in safe and good working order at all times • Conduct inventory control and procurement process at outlet level • Managing multiple e-commerce applications to ensure timely pick-up for deliveries. 			

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Culinary Ambassador	Front-of-house and Back-of-house	<p><u>BOH</u></p> <ul style="list-style-type: none"> • Ensure workplace safety procedures • Prepare equipment/machinery and ingredients for cooking • Operate equipment for food preparation or cooking • Perform equipment maintenance on automated tools from time to time • Manage inventory and procurement of ingredients and equipment • Adhere to packaging standards to keep hot and cold food separate. Ensure food is safe for transit and packaging • Assist Head Chef in brainstorming new menu items <p><u>FOH</u></p> <ul style="list-style-type: none"> • Assist in serving food and beverages to customers • Engage with customers to understand their dietary preferences and recommend relevant menu items • Conduct upselling of seasonal and/or promotional menu items to customers • Engage customers to derive insights on latest trends and preferences in order to feedback to management and shape marketing strategies 	Kitchen Assistant/ Kitchen Crew/ Kitchen Staff/ Kitchen Helper/ Cook	<ul style="list-style-type: none"> • IT Equipment (eg: tablets) • Inventory systems/software • Procurement systems/software • POS Systems/ERP Systems • Automated cooking machinery (eg: Deep fryer, self-rotating stir-fryer) • Social media applications/platforms 	<ul style="list-style-type: none"> • Customer relationship management • Innovation management • Storytelling • Digital literacy • Data analytics • Market research and analysis • Food safety and hygiene • Food science • Quality assurance management • Equipment maintenance • Workplace safety • Emergency response management • Specialty cuisine preparation/cooking

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		<ul style="list-style-type: none"> • Use storytelling competencies to engage customers when introducing dishes (Eg: Explaining the inspiration behind the dish, source of ingredients) • Assist in promoting business through simple content creation on company's social media platforms (Eg: Creating Behind-The-Scenes kitchen videos/ Profile spotlight on kitchen staff during special occasions) • Strengthen customer loyalty by introducing R&D menu items for customers/regulars to sample and feedback • Handle takeaway orders from delivery platforms • Promote restaurant's loyalty programme 			

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Kitchen Cook	Front-of-house and Back-of-house	<p><u>BOH</u></p> <ul style="list-style-type: none"> • Ensure workplace safety procedures • Prepare equipment/machinery and ingredients for cooking • Operate equipment for food preparation or cooking • Perform equipment maintenance on automated tools from time to time • Manage inventory and procurement of ingredients and equipment • Adhere to packaging standards to keep hot and cold food separate. Ensure food is safe for transit and packaging • Assist Head Chef in brainstorming new menu items <p><u>FOH</u></p> <ul style="list-style-type: none"> • Assist in serving food and beverages to customers • Engage with customers to understand their dietary preferences and recommend relevant menu items • Conduct upselling of seasonal and/or promotional menu items to customers • Handle takeaway orders from delivery platforms • Promote restaurant's loyalty programme 	Kitchen Assistant/ Kitchen Cook	<ul style="list-style-type: none"> • IT Equipment (eg: tablets) • Inventory systems/software • Procurement systems/software • POS Systems/ERP Systems • Automated cooking machinery (eg: Deep fryer, self-rotating stir-fryer) • Social media applications/platforms 	<ul style="list-style-type: none"> • Customer relationship management • Food safety and hygiene • Food science • Quality assurance management • Equipment maintenance • Workplace safety • Emergency response management • Specialty cuisine preparation/cooking

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(Central) Kitchen Specialist	Back of House	<ul style="list-style-type: none"> Operate and perform basic troubleshooting of automated kitchen machinery Conduct/support hygiene audits and ensure compliance to hygiene standards Lead/support corrective and/or improvement actions from hygiene audits Analyse data and pick up trends for central kitchen and food supplies to derive procurement cost savings in the long-term Analyse trends and recommend solutions to reduce food wastage Assist to manage and refine production capacity according to demand and supply of products Maintain central kitchen logs for food safety programme(s) and food products Maintain central kitchen inventory to ensure availability of supplies and food Lead/assist in food preparation/cooking Innovate and suggest modifications to food quality and SOPs Work with Head Chef on R&D and innovate new food products 	Central Kitchen Assistant/ Central Kitchen Cook	<ul style="list-style-type: none"> Central kitchen systems/software Automated kitchen machinery Data analytics/data visualisation software Automated temperature-measuring and recording system Smart IOT sensors to count the stock quantity RPA software to generate purchase orders ERP system 	<ul style="list-style-type: none"> Food hygiene Data analytics Digital literacy Food science Innovative mindset Emergency response management