

JOB REDESIGN CENTRE OF EXCELLENCE FREQUENTLY ASKED QUESTIONS (FAQS) [FOR PUBLIC INFORMATION]

1. What is the Job Redesign Centre of Excellence (JRCoE)?

JRCoE is a one-stop centre to equip enterprises with the capability to embark on their business and workforce transformation journey through job redesign (JR). It is an initiative by SWDA, driven by the Institute for Human Resource Professionals (IHRP) and supported by our TACs to strengthen the national JR ecosystem.

2. Why is there a need for a JRCoE?

With the accelerated pace of disruptions, there is a need for enterprises to embark on workforce transformation through job redesign to optimise processes, increase productivity and enhance their ability to attract and retain talent. Job redesign also facilitates greater career mobility for employees through the creation of higher value jobs.

Today, many enterprises still have misconceptions on what JR entails or are unfamiliar with it. In addition, enterprises may find it challenging to embark on JR. JRCoE seeks to address these gaps by broadening awareness on JR, helping enterprises navigate JR and building JR capabilities of enterprises.

3. How will JRCoE help enterprises to kickstart their JR journey?

JRCoE will be able to direct enterprises to available JR resources, best practices, tools, and grants, so that they can be better equipped and supported to drive business transformation through JR. The JRET, for instance, helps enterprises redesign job roles through assessing their JR readiness, measuring job value and tracking JR outcomes. Enterprises can benefit from JR in terms of improved productivity and cost savings, improved ability to attract and retain talent, increased agility to respond to changes in the market, and better customer satisfaction.

4. Does the JRCoE target all sectors?

JRCoE has developed playbooks for the retail, HR and construction sectors in 2024, and the aviation sector in 2025, with other sectoral playbooks to follow in 2026. JRCoE also plays a vital role in helping employers navigate JR resources that are available from other agencies.

5. Which programmes are currently available for enterprises should they want to embark on Job Redesign?

For workforce development and JR support provided by SWDA, enterprises may refer to [here](#) for more details.

Enterprises which are keen to embark on JR can tap on other initiatives such as the [Career Conversion Programme](#), which provides salary support of up to 90% for new hires and or existing employees.

6. How can enterprises register their interest for JRCoE initiatives?

SWDA has appointed IHRP to manage the JRCoE. Enterprises can visit <https://www.ihrp.sg/jrcoe/> for more information.

7. Who can approach JRCoE for help?

Any employer that is keen to transform their business and workforce through job redesign can approach JRCoE for help to kickstart their JR journey.