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MDEC Brings Back 'Let's Learn Digital' in Malaysia

Alita Sharon | July 30, 2021



Malaysia Digital Economy Corporation (MDEC) is **launching the second edition** of its Let's Learn Digital programme. Launched under MDEC's #mydigitalworkforce initiative, the programme aims to upskill Malaysians in the workforce to be equipped for an increasingly digitally-dependent workforce.

Following the successful implementation of the inaugural Let's Learn Digital (LLD) programme last year in partnership with an American massive open online course provider via their Workforce Recovery Initiative, and in light of the extended impact of the COVID-19 pandemic, MDEC is bringing back the Let's Learn Digital programme to empower Malaysians with in-demand digital skills.

The year's programme will kick off with free-of-charge Digital Marketing courses and certification offered by various global social media platforms in collaboration with MDEC. The courses will be offered free until 31 October 2021 and are open to all Malaysians.

One expert noted that skills are fast becoming the new currency at work. Organisations in the Asia Pacific are hiring more often for skills, instead of relying solely on a candidate's experience or educational qualifications. Workers too must adopt a growth mindset moving forward, and continuously work towards strengthening their skills. This will help them stay employable and employed, especially for in-demand roles in fast-growing industries.

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In Malaysia, one of the top three trending jobs is 'Marketing Executive' and 'Marketing Strategy' is amongst the top trending skills. Globally, 'Digital Marketer' is listed as amongst the 10 jobs that were identified to have the greatest number of job openings, have had steady growth over the past four years, pay a liveable wage, and require skills that can be learned online.

One of the industry partners on the programme, an American business and employment-oriented online service, pledged to continue to support MDEC in its Let's Learn Digital campaign for the second consecutive year, to help workers in Malaysia strengthen their digital marketing skills.

Through this collaboration, Malaysians can access any course of their choice and obtain digital badges and/or certifications upon successful completion. These certifications/badges can then be shared on their individual LinkedIn profiles.

The Managing Director of the Malaysian branch of an American multinational technology company stated that they are inspired by what Malaysians can achieve with the productive use of technology. Through this meaningful partnership with MDEC, the company aims to help all Malaysians – current and future talent – to access the best of the firm's training and tools to future proof their skills and careers.

Meanwhile, the Acting Country Director of the Malaysian branch of the world's largest social media platform noted that in line with the goal of the Malaysia Digital Economy Blueprint to build agile and competent digital talent, the company is partnering with MDEC to empower Malaysians to expand their digital skills, gain a competitive advantage, and grow their careers through the company's training and certification programme.

The collaboration with the three social networking giants aims to encourage more Malaysians to be equipped with this critical skill, without any pre-requisite or age requirements. Those who have completed these modules are encouraged to share their experiences and success stories on social media using the "#MDECLLD" hashtag.

As digital adoption continues to accelerate amongst businesses and consumers, the demand for digital marketing skills is at an all-time high. The initiative resonates with the government's vision of Malaysia 5.0 at MDEC; to enable a nation deeply integrated with technology, providing equitable digital opportunities to the people and businesses, firmly establishing the nation as the Heart of Digital ASEAN, said the CEO of MDEC.

Upon successful completion, participants can also explore Digital Marketing job opportunities via the LinkedIn recruitment platform as well as MDEC's MyDigitalWorkforce Work in Tech (MYWiT) initiative. Participants also stand a chance to win exciting prizes sponsored by the programme partners.



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