

CALL FOR SUMMER INTERNSHIP APPLICATIONS (MAY – JULY 2022) DIVISION:

MARKETING & COMMUNICATIONS (Marcoms)

The NUS Centre For the Arts (CFA) Marcoms Internship Programme aims to provide students with hands-on experience in marketing CFA's various campus arts programmes such as HERE! Arts Carnival, ExxonMobile Campus Concerts and other exciting performances, talks and exhibitions organized by the NUS Museum, NUS Baba House and the Talent Development & Programming (TDP) team. Interns will be involved with activities such as **branding campaigns, social media** as well as other more traditional marketing platforms such as **guerilla marketing, activations, media relations and communications**.

You will work as a team on planning and creating fun and effective content, and enjoy the adrenaline that comes with seeing the fruits of your labour being published on media outlets or garnering amazing views and engagement on social media.

SECTION 1 APPLICATION INSTRUCTIONS AND FAQs

1. Application Timeline

24 March – 10 April 2022	Open call for application.
10 April	<p>Deadline for submission of applications. You may submit your internship application here: https://nus.sydney.qualtrics.com/jfe/form/SV_eWAVRWAbdVjmjjw</p> <p>Applications received after this date will not be considered.</p>
11-12 April	<p>Shortlisted applicants will be notified for the scheduling of internship interviews.</p> <p>We regret that applicants who were not selected may not be notified.</p>
12 – 14 April	Internship interviews will take place during this period.
18 April onwards	Shortlisted applicants will be informed of the results of the interviews.
9 May – 29 July	Internship period
By 8 August	To submit a blog with 2-3 high resolution images of your time as an intern at NUS CFA. The content should cover reflections of what you did / learnt / discovered during your internship.

2. Positions Available

Marketing Communications Assistant (2 vacancies)

Please refer to Section 2 (Page 4) for details about the position.

3. Duration

The official duration of the internship is from **9 May – 29 July 2022** (12 weeks) during the official NUS vacation period. **Applicants who are able to commit for the entire duration are preferred.**

If your period of availability differs from this official period, please state your period of availability in Section 3 of the application form.

4. Stipend

Interns will be provided with a monthly stipend of **\$800** during the internship period.

5. Eligibility

Applications are welcome from all undergraduate and graduate students enrolled at local and overseas institutions. For foreign students studying in overseas institutions, please note that no further support will be provided beyond the stated internship stipend. You are also responsible for ensuring your eligibility to work in Singapore. For more information, please refer to the Ministry of Manpower's website - <http://www.mom.gov.sg/passes-and-permits>

6. Frequently Asked Questions

a. **Are tertiary students (junior college, polytechnic) eligible to apply for the internship programme?**

The internship programme is pitched at the undergraduate level and it is not advisable for tertiary students to apply.

b. **Can I apply if I have holiday plans / other commitments during the internship period?**

Yes, as long the disruption is minimal to the overall duration. You may request/discuss for days off with your internship supervisor. Please state your dates of unavailability in the application form.

c. **Do I need to have an arts/marketing-related academic background to apply?**

No, we welcome students from all academic backgrounds to apply. However, make sure that you are able demonstrate interest and capability for the positions you are applying for. Do note that some positions may require familiarity in certain topics.

d. May I apply for more than 1 position?

Yes. You may apply for different positions across CFA, and there is no limit to that. However, within each division, there could be limits stated, so please read the FAQs of the division you are interested to apply for. Please ensure that you meet the requirements for each position and are able to demonstrate interest and capability for the positions you apply for.

e. What should I submit for my essay / writing sample?

You may submit any recently written essay or writing sample. We are interested in how you write and how you think! There is no restriction to the content or length of your written piece. You should also select an essay / writing sample that is advantageous to the position(s) that you are applying for. If you are applying for Position 1, you may direct us to your social media accounts especially if you are active on socials so that we can see how well versed you are in that area.

f. Will I be notified if I am shortlisted?

Yes, shortlisted applicants will be notified once the selection process is complete. We regret to say that with the high volume of applications we receive, applicants who are not shortlisted may not be notified.

g. What happens when I am shortlisted?

You will be contacted for a short interview with the CFA Marketing staff. After the interviews are completed, the results will be made known to shortlisted candidates.

h. What happens if after the interviews, I am selected by multiple divisions?

Each division will contact their shortlisted candidates to notify them of the results. If you are offered more than one position across divisions, you can decide on your preferred position and decline the rest.

i. Is it possible to have a telephone or Zoom interview?

Yes, if you are located outside of Singapore during the period of the internship interviews. We will work with you to schedule a suitable time.

j. What are the working hours for an intern?

All the internship positions listed are full-time positions that will require the intern to work in the CFA office on Mondays-Thursdays, 8.30am – 6pm, Fridays, 8.30am – 5.30pm for maximum immersion into the daily life of an Arts Marketer. Interns may also be asked to assist in CFA events that take place after office hours or on the weekends.

7. More Information

For other enquiries not addressed here, please write in with your questions to cfamarketing@nus.edu.sg.

SECTION 2 JOB DESCRIPTION

Marketing Communications Assistant

This position will be involved with the full spectrum of marketing communications activities.

This position requires the intern to assist in developing and facilitating in planning the social media calendar and creating exciting, fun and effective content to market CFA's shows and events. The scope of work includes monitoring posts, copywriting, creating content not limited to boomerangs, gifs, videos, behind-the-scene photos etc. This job will require the intern to be present at events in order to capture the action "live". Some of these events may take place after office hours or on the weekends.

Requirements:

- A consistent and creative practice in marketing (e.g. for your Halls/College, performing arts groups, CCAs or other personal projects) will be highly advantageous. Please include a showcase or portfolio of your work as part of your CV submission.
- Knowledge and encounter of current digital marketing and social media practices.
- Excellent writing and copywriting skills.
- Good design skills, able to produce flyers, posters, eDMs etc. Conversant with Adobe Photoshop, Illustrator, and Canva.
- Strong planning skills.
- A keen eye for photography (knowledge of videography or how to use a video camera is an advantage)
- Out-going and possessing good inter-personal skills, with an ability to work independently and collaboratively, taking the initiative to network and make proactive suggestions.
- Proficiency in basic video editing using Adobe Premiere Pro is a plus.

All successful applicants will be required to submit a blogpost with 2-3 high resolution images of your time as an intern at NUS CFA. The content can include reflections of your learning journey, experience, discovery, and observations during the internship period.

Please submit your internship application here:

https://nus.syd1.qualtrics.com/jfe/form/SV_eWAVRWAbdVjmjjw

Deadline for applications will be **10 Apr 2022, 2359 hrs**. Applications received after this date will not be considered.