DIVISION: MARKETING & COMMUNICATIONS (Marcoms)

The NUS Centre For the Arts Marcoms Internship Programme

The NUS Centre For the Arts (CFA) Marcoms Internship Programme aims to engage students by introducing them to the effectiveness and joy of marketing CFA’s NUS Arts Festival, HERE! Carnival, EMCC events and other exciting programmes, talks and exhibitions organized by the NUS Museum, NUS Baba House and the Talent Development & Programming (TDP) team which takes care of our 22 student arts excellence groups on 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 getting picked up by media outlets or garnering amazing views and engagement on social media.

1. Application Timeline

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Description</th>
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<tbody>
<tr>
<td>8 March – 31 March</td>
<td>Open call for application.</td>
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<tr>
<td>31 March</td>
<td>Deadline for submission of applications. Please return a copy of the attached internship application form with a copy of your CV and a recent essay / writing sample via email to <a href="mailto:cfamarketing@nus.edu.sg">cfamarketing@nus.edu.sg</a> with the subject header “CFA Marketing Internship Programme”. Applications received after this date will not be considered.</td>
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<tr>
<td>8 – 12 April</td>
<td>Shortlisted applicants will be notified for the scheduling of internship interviews.</td>
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<td>We regret that applicants who were not selected may not be notified.</td>
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<tr>
<td>15 – 18 April</td>
<td>Internship interviews will take place during this period.</td>
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<td>22 April onwards</td>
<td>Shortlisted applicants will be informed of the results of the interviews.</td>
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2. Positions Available

Position 1: Social Media Assistant
Position 2: Marketing Communications Assistant

Please refer to Pg 4 for further details about each position.
3. **Duration**

The official duration of the internship is from **13 May – 2 August 2019** during the official NUS vacation period. Applicants who are able to commit for the official duration are preferred.

If your period of availability differs from this official period, please state your period of availability in Section 4 of the application form.

4. **Stipend**

Interns will be provided with a monthly stipend of $500 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 that you are eligible to work in Singapore. For more information, please refer to the Ministry of Manpower's website - [http://www.mom.gov.sg/passes-and-permits](http://www.mom.gov.sg/passes-and-permits)

6. **Frequently Asked Questions**

1. **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.

2. **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 Section 4 of the application form.

3. **Do I need to have an art/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 ask for familiarity in certain topics.

4. **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.
5. **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.

6. **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.

7. **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.

8. **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.

9. **Is it possible to have a telephone or Skype 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.

10. **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 from Mondays-Fridays, 8.30am – 6pm for maximum immersion into the daily life of an arts Marketer. Interns may also be asked to assist in our CFA events that take place after office hours or on the weekends.

7. **More Information**
   For further enquiries not found here, please write in your questions to cfamarketing@nus.edu.sg.

**Positions Available**
1. Social Media Assistant

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” and some of these events may that take place after office hours or on the weekends.

Requirements:
- A consistent and creative practice in marketing of your halls or any performing arts groups will be highly advantageous (please showcase your work as part of your CV or a portfolio)
- Knowledge and encounter of current digital marketing and social media practices.
- Possess excellent writing and copywriting skills.
- Possess good planning skills.
- Has a keen eye for photography (knowledge of videography or how to use a video camera is advantageous)
- Out-going and possess good inter-personal skills, with an ability to work collaboratively and network, be proactive and independent.
- Proficient in basic video editing

2. Marketing Communications Assistant

This position requires the intern to assist in the pitching, writing and management of upcoming CFA shows and events. The scope of work includes designing eDMs, brainstorming of story approaches, writing, copywriting and general organization and planning of our marketing activities.

Requirements:
- A consistent and creative practice in marketing of your halls or any performing arts groups will be highly advantageous (please showcase your work especially if you have designed eDMs, merchandise, etc. as part of your CV or a portfolio)
- Possess excellent writing and copywriting skills.
- Possess good design skills (e.g. can design eDMs, merchandise, flyers etc.)
- Possess good pitching skills; articulate
- Out-going and possess good inter-personal skills, with an ability to work collaboratively and network, be proactive and independent.
- Has a keen eye for photography (knowledge of videography or how to use a video cam is advantageous)
- Proficient in Photoshop and Illustrator, Microsoft Office
CFA Marketing INTERNSHIP PROGRAMME
APPLICATION FORM

1. Personal Particulars

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2. Course Information

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3. Internship Position(s) Applying For
You may apply up to a maximum of two internship positions within the Marketing division. Applications will be considered in order of your choices.

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<td>Second Choice</td>
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4. Period of Availability
Please state your period of availability / unavailability.

| Dates |          |       |
5. **Statement of Intent**
Please write a brief statement of intent introducing yourself, your interest and experience with Marketing and Social Media and your reasons for wanting to participate in this programme. (Maximum 500 words)

6. **Research Interests**
Please state the topics that you are interested in or currently focusing on.

7. Have you applied for other CFA internship positions in the same period? Yes/ No
If yes, please indicate which one:________________________________________________

Please return a copy of the internship application form with a copy of your CV and a recent essay / writing sample via email to cfamarketing@nus.edu.sg with the subject header “CFA Marketing Internship Programme” by the deadline 31 Mar 2019, 2359. Applications received after this date will not be considered.