



**SINGAPORE  
BOOK  
PUBLISHERS  
ASSOCIATION**

SINGAPORE BOOK PUBLISHERS ASSOCIATION  
1003 Bukit Merah Central #03-05, Singapore 159836  
Tel: +65 62255770 Fax: +65 63770890  
Email: [info@singaporebookpublishers.sg](mailto:info@singaporebookpublishers.sg)  
Website: [www.singaporebookpublishers.sg](http://www.singaporebookpublishers.sg)

*Established in 1968, the Singapore Book Publishers Association represents the interests of Singapore publishers engaged in a wide range of publishing, marketing and distribution activities in both print and digital formats. It focuses on developing and strengthening the book ecosystem in Singapore. Please visit <http://www.singaporebookpublishers.sg> for more information.*

## **BOOK PUBLISHING INTERNSHIP**

The SBPA is looking for undergraduate interns to participate in its book publishing internship programme, which will run from **21 May to 26 July 2019**. Selected students can look forward to interning at one of SBPA's participating member companies during this period (at Appendix A).

Interns will attend training seminars conducted by experienced SBPA staff on relevant skills in book publishing, such as copyediting, proofreading, book marketing and book designing. Interns will also get to visit printing companies and bookstores to better understand the final stages of book production. Classroom-based activities will be organised at the end of every training seminar to reinforce the lessons learnt.

A supervisor/mentor will be assigned to guide the intern throughout the programme. The remuneration for this programme will be \$600.00 per month.

### Pre-requisites

- i) Students majoring in arts, business, design, marketing, math, science and social sciences-related subjects
- ii) Excellent written and spoken English. Proficiency in either Mandarin, Malay or Tamil will be an added advantage
- iii) Self-motivated with the ability to work independently and in groups when required
- iv) Meticulous and resourceful, with the ability to multitask
- v) Excellent communication, interpersonal and organisational skills
- vi) Positive attitude and a willingness to learn

### Other qualities

- i) Proficiency in PhotoShop, InDesign and Illustrator is welcomed but candidates must be familiar with Microsoft Office applications



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### How to apply

Please complete the Internship Application Form and the Internship Application Questions and send those, along with a copy of your CV to [info@singaporebookpublishers.sg](mailto:info@singaporebookpublishers.sg). The closing date for applications is 1800hrs, on **Friday 15 March 2019**.

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## **BOOK PUBLISHING INTERNSHIP APPLICATION FORM**

Name: \_\_\_\_\_

School: \_\_\_\_\_

Year of Study: \_\_\_\_\_

Major: \_\_\_\_\_

Please rank the companies that you would like to intern in:

i) \_\_\_\_\_

ii) \_\_\_\_\_

iii) \_\_\_\_\_

Will you be willing to intern at a company not in your preferred list? (Please tick the appropriate box)

Yes

No



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## **SBPA Internship Programme 2018 Internship Application Questions**

*(Each answer should be limited to a maximum of 100 words. Please answer all the questions the best you can. Incomplete answers will not be accepted. Thank you.)*

- 1) What did you do during your previous summer vacation? Why did you decide to do this?
- 2) What book are you currently reading? What made you pick it up? Do you like it and why?
- 3) Where and how did you develop an interest in a book publishing career?
- 4) In 2017, the National Library Board conducted a study on reading habits in Singapore. Some 80% of adults said they read more than once a week. Of this group only 2 in 10 read books and/or e-books. When asked what stopped them from reading more books, those surveyed highlighted that they preferred watching TV and online videos. If you were tasked to promote reading in Singapore, how would you encourage people to pick up more books/e-books.
- 5) Tell us about the last time you worked with someone to solve a problem.



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## **APPENDIX A**

### **Participating Companies**

<b>Company</b>	<b>Positions available</b>	<b>Additional Skills Required</b>
Armour Publishing	1 Sales & Marketing Intern  1 Editorial Intern	For Sales & Marketing Intern: <ul style="list-style-type: none"><li>• Proficient in Adobe Photoshop, Illustrator or InDesign</li><li>• Proficient in different social media platforms e.g. Facebook, <sup>[1]</sup>Instagram</li><li>• Proficient in website content management system</li></ul> For Editorial Intern <ul style="list-style-type: none"><li>• Previous experience in editing and proofreading</li></ul>
Asiapac Books	1 Sales & Marketing Intern  1 Design Intern	<ul style="list-style-type: none"><li>• Good writing and reading ability in English.</li><li>• Love of reading and books.</li><li>• Proficient in Microsoft Office applications.</li></ul> For Design Intern <ul style="list-style-type: none"><li>• Proficient in Adobe InDesign/Photoshop/Illustrator.</li></ul>



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English Corner Publishing	1 Sales & Marketing Intern	<ul style="list-style-type: none"> <li>• Proficient in Adobe Photoshop, Illustrator or InDesign</li> <li>• Proficient in different social media platforms</li> <li>• Proficient in website content management system</li> </ul>
Epigram Books	1 Publishing Intern	<ul style="list-style-type: none"> <li>• Good command of English and strong writing skills, preferably witty</li> <li>• Digital native, social media savvy</li> <li>• Voracious reader</li> <li>• Able to commit to evening and weekend events</li> <li>• Comfortable in a Mac-environment</li> </ul>
ilovereadingsg	2 Interns with Sales & Marketing, Editorial and Digital Marketing Responsibilities	<ul style="list-style-type: none"> <li>• Energetic</li> <li>• Intelligence</li> <li>• Integrity</li> </ul>
Marshall Cavendish Education	2 Editorial Interns	<ul style="list-style-type: none"> <li>• University undergraduates currently pursuing a degree in Mathematics or Science related discipline.</li> <li>• Meticulous, confident and self-motivated.</li> <li>• Candidates with knowledge of the Singapore education system will have an advantage.</li> </ul>



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NUS Press	2 Interns with Sales & Marketing, Editorial and Design Responsibilities	No additional skills required but having the following qualities would be advantageous <ul style="list-style-type: none"> <li>• A strong desire to learn about the book publishing industry</li> <li>• A passion for the written word</li> <li>• A passion for books</li> </ul>
SBPA Secretariat	1 Intern with Sales & Marketing, Editorial and Design Responsibilities	No additional skills required.
September 21	1 Sales & Marketing Intern  1 Design Intern	For Sales & Marketing Intern <ul style="list-style-type: none"> <li>• Interpersonal skills.</li> <li>• Good command of English</li> <li>• Numeracy and analytical ability.</li> <li>• Influencing and negotiation skills.</li> <li>• Possess IT skills.</li> </ul> For Design Intern <ul style="list-style-type: none"> <li>• Proficient in Adobe InDesign/Photoshop/Illustrator.</li> <li>• Being able to illustrate designs would be an added advantage</li> </ul>
Singapore Asia Publishers	2 Sales & Marketing Interns  2 Editorial Interns  2 Design Interns	<ul style="list-style-type: none"> <li>• Proficient in Microsoft Office applications.</li> <li>• Good command of English</li> </ul> For Design Intern <ul style="list-style-type: none"> <li>• Proficient in Adobe InDesign/Photoshop/Illustrator.</li> </ul>



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Straits Times Press	2 Sales & Marketing Interns	<ul style="list-style-type: none"> <li>• Curious and eager to learn</li> <li>• Social media savvy, with creative thought of mind to write posts</li> <li>• Strategic thinker and effective communicator, both verbally and in writing</li> <li>• Organised and disciplined</li> <li>• Loves reading and discussing about books</li> <li>• Able to work on tight deadlines and on weekends</li> <li>• Creative skills such as video editing and designing of marketing collateral are preferred.</li> </ul>
Talisman Publishing	2 Interns with Sales & Marketing and Editorial Responsibilities	<ul style="list-style-type: none"> <li>• Strong interpersonal and communication skills with a positive attitude</li> <li>• Ability to work with initiative and energy</li> <li>• Good computer skills are required with experience in Microsoft Office applications and database interrogation</li> </ul>
Taylor & Francis Asia Pacific	1 Intern with Sales & Marketing and Editorial Responsibilities	<ul style="list-style-type: none"> <li>• Good command of English</li> <li>• Independent self-starter</li> <li>• Ability to multitask and prioritise tasks</li> <li>• Detail oriented</li> <li>• Social Science or Humanities degree preferred (undergrads are also welcome)</li> <li>• An interest in academic publishing</li> <li>•</li> </ul>



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World Scientific Publishing	1 Sales & Marketing Intern  1 Editorial Intern	<ul style="list-style-type: none"><li>• Basic computer skills</li><li>• Proficient in Microsoft Office applications.</li></ul>
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## JOB SCOPE

### i) [Armour Publishing \(http://www.armorpublishing.com\)](http://www.armorpublishing.com)

#### Sales & Marketing

To support the Sales Department in the organisation of book events and other marketing/promotional activities, design of publicity flyers, management of website, drafting and posting of social media content, and other admin matters.

#### Editorial

To manage book projects including edit manuscripts, proofread page proofs, draft project schedules, prepare costing sheets and apply for library cataloguing, and other admin matters.

### ii) [Asiapac Books \(http://www.asiapacbooks.com\)](http://www.asiapacbooks.com)

#### Sales & Marketing

- Assist sales and marketing operations
- Assist on special projects e.g. eCommerce development, marketing events, sales analysis, etc

#### Design

- Assist on print and digital publications including content, design and production
- Assist on marketing projects e.g. producing social media content, designing flyers, etc

### iii) [Epigram Books \(http://www.epigrambooks.sg\)](http://www.epigrambooks.sg)

Epigram's publishing intern is required to assist in all aspects of the company's operations, and his/her tasks may include (and are not limited to):

**Editorial:** Manuscript Assessment; Proofreading; Fact-checking

**Marketing:** Promotions and strategies; Press clippings; Social media

**Sales:** Roving book sales; E-commerce

**Literary Arts Admin:** Grant work; Legal deposit

**Design and production:** Press checks, printer tours (where feasible)



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#### iv) [ilovereadingsg](http://www.ilovereadingsg.com) ([http://www.ilovereadingsg](http://www.ilovereadingsg.com))

To expose and work with interns in 3 key areas:

1. Editorial – to allow interns to take part in our editorial process
2. Digital marketing – to work with interns to craft out a series of digital marketing for branding campaign.
3. Sales process – to train the interns what it takes to sell our publications locally and internationally.

#### v) [Marshall Cavendish Education](http://www.marshallcavendish.com)

- Editing tasks (content checking, proofreading and copywriting) on proofs and covers.
- Photo research.
- Checking off corrections on proofs.
- Sourcing videos for inclusion in publications.
- Assisting in writing illustration briefs
- Any other administrative duties as assigned.

#### vi) [NUS Press](http://nuspress.nus.edu.sg) (<http://nuspress.nus.edu.sg>)

Interns get introduced to the full range of activities associated with academic book publishing (editorial, marketing and production). Introductory proofreading and copyediting sessions, as well as visits to commercial printers (when possible), will be conducted. Interns typically take on tasks such as proofreading, book sales, formulating marketing proposals, data entry, fact-checking, event planning, accounts, etc.

#### vii) [SBPA Secretariat](http://www.singaporebookpublishers.sg) (<http://www.singaporebookpublishers.sg>)

- Reviewing and updating the SBPA's Membership Directory, and making recommendations on new members to approach.
- Supporting the Secretariat by assisting in the recording of minutes of the Executive Committee meetings.
- Supporting the Secretariat in the running of publishing events, such as Members' Meetings and other publishing conferences.
- Updating and maintaining the SBPA's official website.
- Other administrative duties such as filing and data entry when required.



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## viii) Singapore Asia Publishers Pte Ltd

### Sales & Marketing

- Innovative and have good understanding of current trends and digital marketing.

### Editorial

- Strong language skill, well read, strength in specific subjects, meticulous and diligent.
- Some experience in any form of publishing is welcome.

### Design

- Usage of Adobe software. Creative and has sense of current trend.

## ix) September 21 Enterprise Pte Ltd

### Sales and marketing

- Contributes information, ideas, and research to help develop marketing strategies.
- Helps to detail, design, and implement marketing plans for each product or service being offered.
- Maintains excellent relationships with clients through superior customer service.

### Design

- Providing support for the marketing department through a variety of channels, print, digital, web, video and other as assigned.
- Create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers.
- Able to develop the overall layout and production design for advertisements, brochures, and children book publishing.

## x) Straits Times Press (<http://www.stpressbooks.com.sg>)

The interns will support all efforts made by the marketing and operations team. You must be an inquisitive person with a strong desire to learn. Your organisational skills must be immaculate and you are a disciplined person.

Above all, you are a lover of books and keen to learn how books are marketed. Candidates will be offered first-hand experience in managing our e-commerce business and social media platforms. You will also need to manage our off site exhibition efforts.



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#### xi) [Talisman Publishing Pte Ltd](#)

- Duties include planning and executing campus visits under direction of the Sales manager
- Marketing communication, resource allocation of publicity materials, customer quotations and other assigned duties.
- Tasks will involve product knowledge, marketing communications, and sales presentations.
- Responsible for collecting data. Inputting, analysis and reporting
- Assist in exhibition and conference events as required.
- Responsible for reporting results and analyst data

#### xii) [Taylor & Francis Asia Pacific](#)

Taylor and Francis is offering the opportunity for an Editorial and Marketing Internship in its Singapore, Asia Pacific Regional Headquarters. The person will split their time between supporting and learning from the Editors (responsible for commissioning academic books in Asia across Humanities and Social Sciences) and Marketing (responsible for promotion of books and journals across the region. The Intern will be given a variety of tasks to complete including writing blurbs for books, reading and commenting on book proposals, pre- and post- book publication administrative tasks, subject and author research, assisting with book launches, helping to produce marketing materials and data clean up.

This is an exciting opportunity to learn about academic book and journal publishing with a large international publisher. There will be the opportunity for the Intern to spend some time with all departments in order to get a good overview of academic publishing.

#### xiii) [World Scientific Publishing Co Pte Ltd](#)

##### Sales & Marketing

- Internet research for information and maintaining customer databases
- Assist Marketing Executives at book launches, conferences and events
- Work with Marketing Executives and Artists on production of marketing materials such as brochures, posters, leaflets etc
- Conceptualise online and print campaigns to reflect Company's branding as well as standing in scholarly publishing

##### Editorial

- To assist in research and information gathering
- To assist desk editor in the production of manuscripts (may require copyediting, proofreading, seeking permissions/copyright and managing production work)
- Liaising with the artist on layout, text and figures of the publications
- Liaising with Editorial Board members to collate information for publications