*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*](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 **18 May to 24 July 2020**. Selected students can look forward to working 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

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

Other qualities

1. Proficiency in PhotoShop, InDesign and Illustrator is welcomed but candidates must be familiar with Microsoft Office applications

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 e-mail subject title should be “SBPA INTERNSHIP APPLICATION 2020”. The closing date for applications is 1800hrs, on **Monday, 16 March 2020**.

# BOOK PUBLISHING INTERNSHIP APPLICATION FORM

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

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

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

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

Please rank the companies that you would like to work for:

i)



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

* Yes ☐No

**SBPA Internship Programme 2020 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 2018, the National Library Board conducted its annual study on reading habits in Singapore. Some 88% 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 or e-books?
  5. Tell us about the last time you worked with someone to solve a problem.

**APPENDIX A**

**Participating Companies**

|  |  |  |
| --- | --- | --- |
| **Company** | **Positions available** | **Additional Skills Required** |
| Alston Publishing House | 2 Interns - Design | * Candidate must be familiar with Adobe Photoshop, Adobe Illustrator and Adobe InDesign. * Passionate about creating good visual designs * Creative and up to date with current trends |
| Asiapac Books | 1 Intern - Sales and Marketing  1 Intern - Design | * Good writing and reading ability in English. * Love of reading and books. * Proficient in Microsoft Office applications. * (Design) Proficient in Adobe InDesign/Photoshop/Illustrator. |
| Epigram | 3 Sales and Marketing, and Editorial Interns | * Good command of English and strong writing skills, preferably witty. * Digital native, social media savvy * Voracious reader * Able to commit to evening and weekend events * Mac-environment |
| ilovereading.sg | 2 Sales and Marketing, Editorial and Design Interns | * Energetic * Intelligence * Integrity |
| NUS Press | 2 Sales and Marketing, Editorial and Design Interns | No additional skills required but having the following qualities would be advantageous   * A Strong desire to learn about the book publishing industry * A passion for the written word * A passion for books |
| September 21Enterprise | 2 Sales and Marketing, Editorial and Design Interns | For Sales and Marketing:   * Able to provide alternative and innovative solutions to promote and market our company’s wide range of products and services   For Editorial:   * Excellent command of English (Mandarin would be an added bonus) and literacy skills, eye for details and creativity   For Design:   * Graphic artist, preferably able to provide hand-drawn artwork as well, all relevant artist and software skills |
| Singapore Book Publishers Association Secretariat | 1 Sales and Marketing, Editorial and Design Intern | No additional skills required |
| Singapore Asia Publishers | 6 Sales and Marketing, Editorial and Design Interns | For Sales and Marketing:   * Be in touch with current requirements in the education system, technology and digital know how   For Editorial:   * Strong language skills and subject knowledge for their respective subject writing responsibilities; knowledge of using Microsoft office applications; presentation skills; neat; careful; detailed; accurate; able to work independently and in a team.   Design   * Have an eye for colours and text. Consistent; careful and detailed; knowledge of desktop publishing and/or design software (e.g. Adobe) |
| Taylor & Francis Asia Pacific | 1 Editorial and Marketing Intern | * Excellent English writing, reading and oral skills * An independent self-starter * Someone who can multitask and prioritise well. * A detailed- oriented person * Social Science or Humanities degree preferred (doesn't need to have graduated yet). * An interest in academic publishing |
| Tusitala | 1 Social Media Intern | * Familiar with social media platforms and webpage management, and experience with content creation (writing, design, etc.) * Experience crafting and running social media campaigns, marketing and publicity campaigns, etc. * Strong written and verbal communication skills * Ideal candidate would have a comms/media background, with a strong interest in technology and the arts |

### JOB SCOPE

* + 1. Alston Publishing House (<http://www.alstonpublishinghouse.com/>)

We are looking for passionate and highly motivated interns to join their team.

Responsibilities:

* Conceptualise and redesign content layout for our publishing materials
* Create trendy and unique visual designs
  + 1. Asiapac Books (<http://www.asiapacbooks.com>)

Intern – Sales & Marketing

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

Intern – Design

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

* + 1. Epigram (<https://www.epigram.sg>)

Sales & Marketing

Epigram Books’ 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 books sales; E-commerce

Literary Arts Admin: Grant work; Legal deposit

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

* + 1. ilovereading.sg (<https://www.ilovereading.sg>)

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

* + 1. NUS Press (<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.

* + 1. September 21 Enterprise ([www.september21.com.sg](http://www.september21.com.sg))

Sales and Marketing: Working with the Director/General Manager and Digital Marketer to provide support and solution

Editorial: To support our publication department in the editorial process of the manuscript up to publication

Design: Graphic artist who can produce graphic and artistic work in the illustration of our new publications of picture books and workbooks

* + 1. Singapore Asia Publishers ([www.sapgrp.com](http://www.sapgrp.com))

Sales and Marketing: To understand the whole process of sales and marketing of new published titles; pre and post activities; social media and marketing; business-to-business and business-to-consumer sales and marketing; channels of sales, etc.

Editorial: Proof reading, editing, copy writing, writing; managing a project, title or a series; processes in the publishing of an assessment book; pre and post production processes and activities; inter-department involvement; liaising with author; production team and sales team.

Design: Pre-press preparation of a title, project or series; layout and desktop publishing knowledge; pagination; cover design; contents design; etc

* + 1. Singapore Book Publishers Association (<http://www.singaporebookpublishers.sg>)

Reviewing and updating the SBPA’s Members’ 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.

* + 1. Taylor & Francis Asia Pacific (<https://taylorandfrancis.com/about/>)

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.

* + 1. Tusitala (<http://www.tusitalabooks.com>)

Branding and social media intern

1. To formulate a stronger brand identity and craft a basic social media strategy, together with the team
2. To make recommendations on branding guidelines, including name cards, corporate slides, tone of social media content, etc.
3. To work with design team on revamping the existing webpage, including social media pages
4. To participate actively in other creative projects
5. To also provide administrative support, perform ad hoc tasks, as well as do basic research

Company Background

1. **Alston Publishing House**

|  |
| --- |
| Alston Publishing Houseis the thought leader to usher in a new era of education publishing. Our products are sold in at least 30 countries. We are the world’s first publishing house that offers a unique pairing of the Singapore approach to learning Mathematics and Science with the Cambridge Primary Mathematics and Science curriculum framework by Cambridge Assessment International Education. We are Singapore’s first publishing house to have our Mathematics and Science textbooks, workbooks and teacher’s guides endorsed by Cambridge Assessment International Education. We are Singapore’s first publishing house to develop all our ELT series based on the Common European Framework of Reference for Languages.  Alston Publishing House values its people and believes in building successful career paths with them. We are constantly on the look-out for qualified, dynamic and highly motivated individuals to join our team. |

1. **Asiapac Books**

Established in 1983, Asiapac Books is Singapore’s leading independent publisher of educational comics and illustrated books designed to enhance lifelong learning. Asiapac Books publishes books in many genres, mainly philosophy, history, literature and culture. Over the past three decades, with thousands of titles sold worldwide, Asiapac Books has established itself as a heritage brand in the global book industry.

We employ comics and illustrations to convey ideas in a simple manner. Readers worldwide have enjoyed the ease and pleasure of learning via light-hearted writing and fun illustrations. With hundreds of titles covering all topics under the sun, from classics to recipes to sciences, our books are the perfect guide for your learning journey.

1. **Epigram**

Epigram Books is an independent publisher based in Singapore, known for its thought provoking and exquisitely designed books. It publishes fiction, graphic novels, picture books, plays and some poetry. Its list also comprises non-fiction titles – memoirs, art and culture, travel and adventure, history and heritage, and food and recipe books.

For his efforts in championing Singaporean literature and authors, its CEO has been on the Straits Times Life! Arts power list four times. By 2016, it has published more than 250 titles. It has set its sight on putting a Singaporean book on the prestigious Man Booker Prize longlist within the next five years. To this end, in 2015, it launched the Epigram Books’ Prize for Fiction, Singapore’s richest literary award, and announced the inaugural winner during the 2015 Singapore’s Writers’ Festival.

1. **ilovereading.sg**

ILOVEREADING.SG PTE LTD is an **educational magazine publisher** for I, Inspire and iTHINK.

We produce quality reading materials, and we sold more than half a million copies, benefiting more than 50,000 students and still counting.

ILOVEREADING.SG is devoted to publishing and distributing quality educational materials to an international audience, with the goal of cultivating a passion for learning in every individual.

We aspire to be a leading provider of education resources for lifelong learners, utilising the latest technological innovations in partnership with educators.

Values

**H**appiness and the overall well-being of our team

**E**nthusiasm and passion of our team members

**A**cceptance of differences in ideas and opinions amongst team members

**R**apport among team members, and between members and customers

**T**rustworthiness and integrity of every team member

1. **NUS Press**

NUS Press publishes academic books and journals, as well as high-quality general non-fiction, in the social sciences and humanities disciplines. The Press is particularly attentive to the needs and priorities of researchers, writers and readers vitally concerned with Singapore and Southeast Asia.

1. **September 21 Enterprise**

Established since 1996, September 21 Enterprise are Singapore’s leading educational distributors of early childhood and primary school resources to retail outlets and schools. September 21 Enterprise has showroom stores to showcase products as well as a fully equipped seminar room where world renowned authors and trainers are brought in to conduct workshops as well as to promote September 21’s products. September 21 Enterprise also provide professional curriculum and other licensing opportunities under Victoria Carlton Programmes, Australia.

September 21 Enterprise publish children’s books based on unique stories and legends, and authentic real-life experiences. The contents are educational and entertaining, with moral, social and emotional values. September 21’s teaching resources are written by authors and trainers who are still practitioners thus providing very practical and updated strategies and approaches. The company’s mission, “Performance with utmost integrity and professionalism”, enables September 21 Enterprise to maintain a strong presence in the industry.

1. **Singapore Book Publishers Association Secretariat**

The Singapore Book Publishers Association Secretariat was set up in 2015 to further the SBPA’s goals of promoting and strengthening the book publishing industry in Singapore. The Secretariat provides administrative and policy support to the Executive Committee and implements industry-wide programmes beneficial to the growth and development of the book publishing industry.

1. **Singapore Asia Publishers**

Singapore Asia Publishers Pte Ltd (SAP), founded in 1977, is a leading publishing group specializing in academic materials such as supplementary workbooks, guidebooks, textbooks, reference books, dictionaries and other educational materials. With the wide coverage, SAP occupies not less than 20% of Singapore’s market share amongst more than 30 academic publishers.

SAP believes every child deserves a good education that will give them a head start in this intensely competitive world. SAP contributes to this cause by taking each child through every phase of the education process systematically. SAP develop and publish books that make learning easy for a child. These form the foundation of our approach – to empower a child as he grasps one basic concept after another and help him to ascend the stairway of learning.

We constantly upgrade our editorial, production and marketing processes in a continual effort to give our customers high-quality, timely and relevant educational materials. We keep up to date with the current educational curriculum to ensure that all academic titles are relevant and applicable to the various educational markets we work with. We build a close and strong rapport with booksellers, schools and colleges in the region, thus meeting the specific needs of many academic institutions, teachers and students. We pride ourselves on our determination to provide the best service at all times and strive to be the educational partner of choice in years to come.

Specialist Publisher – We remain a specialist in our field as we solely publish academic material.

Overseas Recognition – Our products are highly recognised and adopted in many countries.

Subject Experts – Our writers are trained and have spent at least 5 years teaching the subjects they write.

Continuous Improvement – We constantly obtain feedback from stakeholders: teachers, parents and students so that we can be swift and accurate in meeting learning needs.

1. **Taylor & Francis Asia Pacific**

Taylor & Francis Group publishes over 7,000 books per year for all levels of academic studyand professional development across a wide range of subjects and disciplines. We publishsocial science and humanities books under the Routledge imprint. Science, Technology andMedical books are published by CRC Press. We also publish over 2,500 journals and havecreated a number of online resources to serve the research community. The Singapore office isthe regional HQ and we have hubs in Beijing, Tokyo, Seoul, Hong Kong, Taipei and KualaLumpur.

1. **Tusitala**

Tusitala is a digital studio with a passion for stories.

Because we believe [stories are a meaningful way to connect people](http://www.tusitalabooks.com/), they are central to everything we do – from publishing e-books to developing apps and creating websites.

We use our expertise in technology, UI, UX and design to transform content into meaningful, digital stories that travel #everywhere and connect you to people you want to reach out to.