



SINGAPORE BOOK PUBLISHERS ASSOCIATION

9 Jurong Town Hall Road, #02-02
Trade Association Hub, Jurong Town Hall
Singapore 609431
E-mail: info@singaporebookpublishers.sg
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 <https://www.singaporebookpublishers.sg/page/internship-programme> for more information.

BOOK PUBLISHING INTERNSHIP (*Appendices A and B updated on 11 March 2021*)

The SBPA is looking for undergraduate interns to participate in its book publishing internship programme, which will run from **17 May to 23 July 2021**. Selected students can look forward to working at one of SBPA's participating member companies during this period. More information on the internship positions can be found in **Appendix A** and the job scope can be found in **Appendix B**.

Interns will attend physical and virtual training seminars conducted by experienced publishers on relevant skills in book publishing, such as copyediting, proofreading, book marketing and book designing. Depending on the evolving COVID-19 situation, interns will visit printing companies and bookstores to better understand the final stages of book production and retail either at the physical site or virtually through Zoom. Classroom-based activities or discussions 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 recommended remuneration for this programme will be \$600.00 per month, although individual publishers will have the final decision on the intern's stipend.

Please complete the Internship Application Form at <https://forms.gle/qprSKEDwXFCmDpnV7> and send your CV to info@singaporebookpublishers.sg by 1800hrs on Monday, 15 March 2021.

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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APPENDIX A

Participating Companies

Company	Positions available	Additional Skills Required	Work from Home Option Available
Alston Publishing House	1 Intern - Design 1 Intern - Editorial	<ul style="list-style-type: none"> ● Passion in education ● Critical thinking ● Preferably a major in either a Maths or Science subject with a good command of grammar ● Teaching experiences are a plus point ● An eye for design is a plus point 	Hybrid - Employees are required to work onsite when Work from Home is too inefficient to assess the performance of the interns
Casco Publications	2 Interns - Sales and Marketing	<ul style="list-style-type: none"> ● Able to work independently and proactively ● Work closely with the Marketing Manager to design a series of digital marketing campaigns ● Market research and explore market trends ● Creative and driven individuals who are passionate about education 	No
Copyright Licensing and Administration Society of Singapore Limited	1 Intern - Social media marketing 1 Intern – Business Executive Support	<p>Social Media Marketing</p> <ul style="list-style-type: none"> ● Social Media Evangelist ● Strong networking and social media skills ● Good communication and interpersonal skills ● Meticulous and attention to detail ● Basic IT skills <p>Business Executive Support</p> <ul style="list-style-type: none"> ● Provide regular reporting on business activities ● Proactive, driven individual to assist in actively seeking out new business opportunities 	Hybrid - Two days a week in the office



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		<ul style="list-style-type: none"> • Have an interest in the Education/Publishing industry • Good communication and interpersonal skills • Meticulous and attention to detail • Knowledge of Microsoft Office is a must 	
Epigram Books	1 Intern - Sales and Marketing 1 Intern - Design 1 Intern - Editorial	<p>Sales and Marketing and Editorial</p> <ul style="list-style-type: none"> • Good knowledge of English (both written and spoken) • Familiar with social media • Know how to use Microsoft Suite • Ability to do shoot and edit video, and do basic design is an advantage <p>Design</p> <ul style="list-style-type: none"> • A strong portfolio in graphic design, good sense of layout, composition and attention to details • Proficient in Adobe Suite (InDesign, Illustrator, Photoshop), and general knowledge of Microsoft Office (Word, Excel, Powerpoint). After Effects/ Lightroom fluency is a plus • Able to work independently and as a team; you will work closely with the design team/ art director (don't worry, we'll provide lots of guidance) • Able to conceptualise and come up with original creative ideas • Basic photography/ videography skills are a bonus 	No



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		<ul style="list-style-type: none"> • Versatile illustration/ typography skills are a bonus • Good interpersonal & communication skills (both written and verbal) • Positive learning attitude and flexible approach to solve problems 	
ilovereading.sg	<p>1 Intern - Sales and Marketing</p> <p>1 Intern - Editorial</p>	<p>Interns can expect the following:</p> <p>Sales and Marketing</p> <ul style="list-style-type: none"> • work with interns to craft out a series of digital marketing for branding campaigns • training for what it takes to sell our publications • video creations - branding and digital marketing <p>Editorial</p> <ul style="list-style-type: none"> • To take part in the editorial process 	Hybrid - subjected to existing COVID-19 restrictions in Singapore
JSIM Education	4 Sales and Marketing, Design and Editorial Interns	<ul style="list-style-type: none"> • Customer Service • Selling, negotiating and influencing • Analysis and decision-making • Management • Areas of Knowledge: Business Environment, Product Knowledge and Financial Awareness 	No
Landmark Books	1 Design and Editorial Intern	<ul style="list-style-type: none"> • Familiar with Microsoft Word • InDesign and Photoshop skills are an advantage • Intern must have her own laptop 	No



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NUS Press	1 Intern - Sales and Marketing 1 Intern - Editorial	<ul style="list-style-type: none"> • No additional specific skills required, except a desire to learn, curiosity, and a love of books and the written word • Previous experience working with InDesign, Photoshop or Premiere Pro would be an advantage 	Hybrid - Working from home is likely to be expected with opportunities to visit the office
September 21 Enterprise	2 Sales and Marketing (Social Media Marketing), Editorial, Design (Graphic Media) Interns	<p>Sales and Marketing</p> <ul style="list-style-type: none"> • Able to provide alternative and innovative solution to promote and market our company wide range of products and services • Experience or interest/passion in social media marketing would be an advantage <p>Editorial</p> <ul style="list-style-type: none"> • Excellent command of English (Mandarin would be an added bonus) and literacy skills • Eye for details and creativity • Editing skills and experience would be an advantage <p>Design</p> <ul style="list-style-type: none"> • Graphic artist, preferably able to provide hand-drawn art work as well • All relevant artist and software skills 	Hybrid - Can work from office and home to practise safe distancing procedures
Singapore Asia Publishers	2 Sales and Marketing (Digital Marketing) Interns	<ul style="list-style-type: none"> • Able to work independently with minimum supervision • High attention to details • Familiar with e-commerce platform like Shopee, Lazada, Amazon, etc • Familiar with latest marketing trends • Proficient in Creative Suite and Microsoft Office 	No



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Singapore Book Publishers Association Secretariat	1 Sales and Marketing, Editorial and Design Intern	No additional skills required	Hybrid - The intern will have to work in the office for three days in a week and work from home for the remaining two days.
Taylor and Francis Asia Pacific	1 Intern - Editorial	<ul style="list-style-type: none"> ● Self-starting ● Time Management ● Research skills ● Copywriting ● Attention to Detail ● Curiosity ● Good written and spoken English ● Basic familiarity with Word Processor and Spreadsheet applications 	Hybrid - Our staff now primarily work from home and our intern would be expected to do the same. We'd expect at most one day a week to be spent in the office.
Tusitala	1 Intern - Editorial	<ul style="list-style-type: none"> ● Experience with writing and or editorial functions ● Interest in research and innovation in the literary arts ● Strong communication skills ● Self-motivated and independent worker ● (nice to have) Basic understanding of coding and/or digital design 	Hybrid - Mostly working from home with once-a-week meetings in the office
World Scientific	1 Intern - Sales and Marketing 1 Intern - Editorial	<ul style="list-style-type: none"> ● Proficient in Microsoft Office ● Able to work independently ● Possess initiative ● Creativity ● Attentive to detail ● Bilingual with strong command of English and Chinese to be able to liaise with Chinese speaking counterparts. 	Yes



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APPENDIX B

JOB SCOPE

i) Alston Publishing House (<http://www.alstonpublishinghouse.com/>)

Alston Publishing House is committed to improving the lives of young people all over the world by providing them with access to excellent and affordable educational programmes and products. We value our people and believe in building successful career paths with them.

We are now looking for qualified, dynamic and highly motivated individuals to join our team as:

Graphic Designer

Job Responsibilities:

- Study design briefs and determine requirements
- Conceptualize visuals based on requirements
- Prepare rough drafts and present ideas
- Develop illustrations, logos and other designs using software or by hand
- Use the appropriate colours and layouts for each graphic
- Work with editorial team to produce final design
- Test graphics across various media
- Amend designs after feedback
- Ensure final graphics and layouts are visually appealing and on-brand

Requirements:

- Familiarity with design software and technologies (such as InDesign, Illustrator, Photoshop)
- A keen eye for aesthetics and details
- Excellent communication skills
- Ability to work methodically and meet deadlines
- Degree in Design, Fine Arts or related field is a plus

Content Editor (Science)

Responsibilities:

- Interpret curricula and schemes of work with a critical mind
- Proofread and review manuscripts, create content if necessary
- Steer the creative direction in publishing projects, in collaboration with designers and marketers
- Acquire basic InDesign skills
- Work and collaborate closely with other editors on the team
- Hone a good working relationship with others in the office

Requirements:

- Passion in education
- Critical thinking
- Preferably a major in either a Maths or Science subject with a good command of grammar
- Teaching experiences are a plus point
- An eye for design is a plus point



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ii) Casco Publications (<http://www.casco.com.sg/>)

Sales and Marketing Intern (Digital Marketing)

To support the Marketing Manager on the current projects

- Perform administrative tasks to ensure smooth and effective sales and marketing efforts
- To do market research and explore market trends using data analytics
- Updating of product listing and database
- To engage customers through social media and creative web content on various platforms. To manage e-commerce platform's marketing efforts.

iii) Copyright Licensing and Administration Society of Singapore Limited (<https://www.class-singapore.com/>)

Social media marketing

- Initialise and assist to implement social media strategy
- Define important social media KPIs
- Manage and oversee social media content
- Develop or suggest tools to the success of every social media campaign
- Advise on the latest social media best practices and technologies
- Ensure content is up-to-date, informative and appealing
- Monitor SEO and user engagement and suggest content optimization
- Connect with industry professionals and influencers via social media to create a strong network

Business Executive Support

- Work independently as well as across different teams to assist in delivering the priorities of CLASS – using your knowledge, skills, talent and potential to the best of your ability
- Assist to develop actionable, strategic plans
- Actively seek out and engage with business development opportunities, by involvement in activities such as e-mail campaigns, attending industry events and meeting with clients
- Maintain accurate records related to licensing, and other records as necessary
- Support Finance with payment reconciliation

iv) Epigram (<https://www.epigram.sg>)

Sales & Marketing

Interns will assist in various aspects, including sales, social media and content creation, be required to assist in conceptualise and write blog posts, social media posts on Facebook, Instagram and Twitter. They will also be required to engage in direct sales with customers, help to conceptualise ideas for promotions and sales. Will also be required to assist in book fulfilment where required.



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Design

- Work in office (Mon-Fri)
- Participate in client pitches
- Design marketing posters, web banners, EDMs, as well as adapting designs for relevant platforms such as Facebook, Instagram, Web, and for print (flyers, posters, banners, etc.) when necessary
- Design books (covers and inside pages), as well as various other publications
- Read manuscripts (if required for the book design)
- Assist with photography & videography shoots
- Learn about the publishing and print process
- Help the design team out in any outstanding work that needs to be done

Editorial

Interns will assist in reading and assessing submissions for publishing. They will be required to give recommendations and feedbacks on titles to be published. They will also have to help with the various editorial administrative tasks required such as proofreading, copyediting etc.

v) [ilovereadingsg](https://www.ilovereadingsg.com) (<https://www.ilovereadingsg.com>)

To expose and work with interns in 4 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 campaigns.
3. sales process – to train the interns what it takes to sell our publications
4. video creations - branding & digital marketing

vi) [JSIM Education](https://www.jsimeducation.com.sg/) (<https://www.jsimeducation.com.sg/>)

- Engages in superior customer service by making information readily available
- Persists in sales even in the face of failure
- Demonstrates products and services as deemed necessary by clients and management
- Schedules appointments and meetings as necessary
- Answers questions from clients
- Makes product knowledge readily available to self and other sales people through various resources
- Finds ways to sell products in the face of a down market
- Researches client base to find new types of customers and sells to them accordingly
- Creates a plan for gaining customers and then retaining them based on warranties or guarantees
- Analyzes and creates a plan for engaging the target market
- Analyzes the competition to create a plan for engagement
- Makes product appeal to the target market
- Trains other sales people in the art of selling
- Makes sure that all salespeople meet quota during a given period

vii) [Landmark Books](https://www.facebook.com/Landmark-Books-Singapore-306050862866961/) (<https://www.facebook.com/Landmark-Books-Singapore-306050862866961/>)



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The intern will be given an overview of the publishing process from editorial to design. The intern will be supervised by the publisher and given opportunities to shadow him in his work. This will include meetings with authors, editorial approach, blurb writing, and design considerations.

viii) NUS Press (<https://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.

ix) September 21 Enterprise (<https://www.september21.com.sg/>)

Sales and Marketing: Working with the Director/General Manager and Digital Marketer to provide support and solution in sales and marketing of our educational resources and products including our augmented reality range

Editorial: To support our publication dept in the editorial process of the manuscript up to publication. Interest in Singapore and Asian stories would be great. And keen to also be an author would be an advantage

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

x) Singapore Asia Publishers (<https://sapgrp.com/>)

Digital Marketing Intern - Supporting the Marketing Manager and marketing team with project organisation.

- Performing administrative tasks to ensure the functionality of marketing activities.
- Conducting market research.
- Employing online marketing analytics to gather information from web and social media pages.
- Updating databases, spreadsheets, and inventory lists.
- Creating engaging social media and website content (visual, video and articles)
- Posting online content for the company's social media pages and website.

xi) Singapore Book Publishers Association Secretariat (<https://www.singaporebookpublishers.sg/>)

- Reviewing and updating the SBPA 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 organisation of publishing events, such as Members' Meetings and other publishing conferences
- Updating and maintaining SBPA's official website
- Other administrative duties such as filing and data entry when required

xii) Taylor and Francis Asia Pacific (<https://taylorandfrancis.com/about/global-office-teams/singapore-office/>)



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Primarily focused on editorial support for our busy book commissioning team, the intern will perform tasks such as researching courses for textbook adoptions; identifying leads for possible book projects; looking for reviewers for books under review and other research and data entry tasks. There may be the opportunity to write marketing blurbs for books; read and check manuscripts, and assist the editors with assessing proposals. Our marketing team may also call upon the intern for some support with producing marketing materials or assisting with book launches or social media activities. This is a great way to learn more about the day-to-day work of a commissioning editor and academic book publishing as a possible career.

xiii) Tusitala (<https://www.tusitalabooks.com/>)

To assist the team in researching editorial or other Tusitala projects, to perform basic editorial tasks such as copyediting and proofreading, to do admin tasks such as data entry and factchecking, helping out social media manager with writing or producing visuals and other collateral, obtaining rights and permissions, if required.

xiv) World Scientific (<https://www.worldscientific.com/>)

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 the scholarly publishing

Editorial (General)

- To assist in research and information gathering
- To assist desk editor in the production of the manuscripts (may require copyediting, proofreading, seeking permissions/copyrights 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