

INTERNSHIP PROGRAM

Department Information Sheet

Department: Marketing Communications, Digital Publishing/Desktop Publishing

About the Department:

The Design, Print & Digital Production Team is responsible for the designing and the production of all marketing, promotional materials as well as print and digital versions of Training Workbook and Academic Support Materials for the College including APC, SCHS, EU and APTT.

The Design, Print & Digital Production Team also coordinates the development of the workbooks, both print and online versions in updating the contents so as to keep it relevant, informative and in line with the guidelines of government agencies and legislation.

The Design, Print & Digital Production Team works closely with other departments: such as Marketing, Academic and others within the college to ensure that marketing/promotional materials requested can be design and produced practically, effectively and consistently accordingly to the Branding Corporate Guidelines.

Possible duties of an intern:

- Working alongside the Design and Print & Digital Production Team to produce work that is in line with company styling and corporate branding
- Providing print and digital design mock-ups to appropriate parties such as the marketing team and Executive Committee of Management (ECM)
- Supporting in the planning, implementation and analysis of the production of both print and digital marketing/promotional materials
- Developing an understanding of the Design and Print & Digital Production functions – strategies and procedures
- Understanding the communication information flow and interaction between the Design Team, ECM, Marketing department, Academic, IT and other departments
- Assisting with writing, creating and coordinating promotional contents in conjunction with the Marketing team and/or the ECM
- Creating and coordinating of the Marketing Communications Materials database

- Daily administrative tasks and other
- Other tasks as required

Personal skills:

In addition we ask that students applying for an internship possess:

- Some experience and interest in the print or online design environments
- Experience and interest in using Adobe Design Suite including Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe PDF
- Experience in MS Office (including Word, Excel, Outlook), Windows XP, Windows 7
- Organisational skills
- Attention to detail
- Computer skills
- Strong interpersonal skills and flexibility
- Ability to work as a member of a team
- Good oral and written communication skills
- Good listening, reading and comprehension skills
- Ability to think outside the square
- Creativity and the ability to add their creative flair to all the presentations, marketing materials and documents that leave the office.
- Flexibility and the ability to move from task to task easily.

Company expectations

Interns are expected to:

- Be punctual
- Dress appropriately
- Follow instructions from supervisor

Outcome from internship

Interns will be given the opportunity to experience working in the creative and dynamic environment of the Design, Print & Digital Production Team as well as the Marketing Department of a company.

IMPORTANT: The information contained in this Information Sheet is of a general nature. The work done and duties are for guidance only and are likely to vary from company to company.