



## **Internship with Health Promotion Board's Corporate Marketing & Communications Division**

The Singapore Health Promotion Board (HPB) is offering a 5-week internship during the year-end vacation period.

Established in 2001, the **Health Promotion Board (HPB)** has a vision to build a nation of healthy and happy people. Although residents in Singapore today enjoy good health with high life expectancy and low mortality rates, we want to further improve our health status and continue to enjoy good health as we age.

To achieve this, HPB assumes the role of the main driver for national health promotion and disease prevention programmes. Our goal is to increase the quality and years of healthy life and prevent illness, disability and premature death.

HPB implements programmes that reach out to the population, specifically children, adults and the elderly. These programmes include health and dental services for school children, [BreastScreen Singapore](#), [AIDS Education Programme](#), [CervicalScreen Singapore](#), [Childhood Injury Prevention Programme](#), [Mental Health Education Programme](#), [National Myopia Prevention Programme](#), [Physical Activity](#), [National Smoking Control Programme](#), [Nutrition Programme](#), [Osteoporosis Education Programme](#), [Workplace Health Promotion Programme](#), [HPB Online](#), [HealthLine](#), [Health Information Centre](#) and [HealthZone](#). New programmes will also be initiated over time to address health concerns among the community.

A healthy nation comprises people who can embrace life fully. HPB is committed to helping residents in Singapore attain optimal health through our health promotion and disease prevention programmes.

### **What can an intern expect during the stint?**

The Health Promotion Board (HPB) leads the national effort to build a nation of health and happy people through the promotion of health excellence and empowerment of individuals to take ownership of their health. HPB's Corporate Marketing and Communications (CMC) Division plays a key role in this effort by ensuring that the health information is provided to the different segments of the population through the optimal media channels.

An internship with the CMC Division provides invaluable exposure in multiple facets of integrated marketing communications (IMC) from public relations, above-the-line marketing, below-the-line marketing, social media marketing, partnership development, contact centre, exhibition and event management. Over the internship, students would have stints with at least two of the IMC functions which match their areas of interest, where they would participate in and take responsibilities over the planning and execution of projects and duties. These enable interns to appreciate the strategic scope and synergy of integrated marketing communications and also directly and pro-actively experience the tactical operations and execution.

You will be attached to the Corporate Marketing & Communications Division. You will have the opportunity to work with all the teams in the division and assist with the implementation of various campaigns. This internship will provide students with unmatched on-the-job learning experience. You will be equipped with hands-on knowledge in social marketing, public relations, media advocacy and digital marketing. Students can expect to gain an insight into the practice of health communications and its role in public health. You will be assigned a mentor to guide you through your internship. **Allowance for the 5-week stint will be SGD\$1,000.**

Note: ***Interns may not necessarily be involved in all areas, depending on individual skill sets and availability of projects.***

Please write to Mr. Steven Lim at [steven\\_lim@hpb.gov.sg](mailto:steven_lim@hpb.gov.sg) with CV to apply.