



**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 27 July 2018**. 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, 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



**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)

### 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 23 March 2018**.

---

## **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



**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)

## **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) A survey by the National Arts Council on the reading habits of Singaporeans revealed that 54% of Singaporeans surveyed agreed with the statement that books will disappear within 20 years. If you were a policymaker, how would you ensure the future of books in Singapore?
- 5) Tell us about the last time you worked with someone to solve a problem.



**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)

## APPENDIX A

### Participating Companies

<b>Company</b>	<b>Positions available</b>	<b>Additional Skills Required</b>
Armour Publishing	1 Sales and 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, 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 and Marketing Intern  1 Editorial Intern  1 Design Intern	For Sales and Marketing Intern: <ul style="list-style-type: none"> <li>• Relevant academic training or work experience preferred.</li> <li>• Public speaking skills</li> <li>• Social media know-how</li> <li>• Passion for publishing</li> <li>• Fluent in English and one other language</li> </ul> For Editorial Intern: <ul style="list-style-type: none"> <li>• Relevant academic training or work experience preferred.</li> <li>• Proofreading skills</li> <li>• Copywriting skills</li> <li>• Passion for publishing</li> <li>• Fluent in English and one other language</li> </ul>



**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)

		<p>For Design Intern:</p> <ul style="list-style-type: none"> <li>• Relevant academic training or work experience preferred.</li> <li>• Design skills (Adobe creative suite)</li> <li>• Interest in comic or illustrated artwork required</li> <li>• Passion for publishing</li> <li>• Fluent in English</li> </ul>
Epigram Books	<p>1 Sales and Marketing Intern</p> <p>1 Editorial Intern</p>	<ul style="list-style-type: none"> <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	<p>2 Interns with sales and marketing, editorial and digital marketing responsibilities</p>	<ul style="list-style-type: none"> <li>• Energetic</li> <li>• Intelligence</li> <li>• Integrity</li> </ul>
JLB Educational Technology	<p>1 Sales and Marketing Intern</p>	<ul style="list-style-type: none"> <li>• Able to keep up with a fast paced environment</li> <li>• Bilingual in English and Mandarin</li> <li>• Possess good interpersonal and communication skills</li> <li>• Basic MS Office skill, Adobe CS</li> <li>• Energetic, with burning desire to succeed</li> <li>• Willingness to learn and self-motivated</li> <li>• A team player and able to work independently.</li> </ul>
NUS Press	<p>2 interns with sales and</p>	<p>No additional skills required.</p>



**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)

	marketing, editorial and design responsibilities	
SBPA Secretariat	1 intern with sales and marketing, editorial and design responsibilities	No additional skills required.
Straits Times Press	2 interns with sales and marketing, editorial and design responsibilities	<ul style="list-style-type: none"> <li>• Curious, always 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> </ul>

## BACKGROUND AND JOB SCOPE

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

*With over 350 titles in the market, Armour Publishing is one of Singapore's leading independent publishers, with distribution networks in Singapore, Malaysia, Europe and the United States. Since its founding in 1991, Armour Publishing has specialised in books for the Christian and General markets. In the Christian market, it is best known for its Revival Study Bible, an internationally commissioned title that is sold worldwide, as well as for its titles by Bishop Emeritus Robert Solomon, former Bishop of the Methodist Church in Singapore (2000–2012). One of his titles was selected and published as an excerpt version by Our Daily Bread Ministries and Discovery House, USA. Titled God in the Stable, more than 160,000 copies of this Discovery Series booklet have been distributed worldwide.*

*In the General market, Armour Publishing is known for its inspirational titles and titles on marriage, family and parenting. It also has a strong range of children's titles, having worked with well-loved children's writers from around the world, including Joy Cowley and Ken Spillman. The Joy Cowley Well-Being Series has sold more than 100,000 copies in several languages. In 2015, a new children's series Timmy and Tammy by Ruth Wan-Lau, was selected to be given to all Singaporean babies born in 2015. To date, over 280,000 copies of the series have been sold, a unique accolade for any local publisher.*



**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)

## Job Scope

### Sales & Marketing

To support the sales and marketing department in events, calling for sales appointments, tracking of sales orders, data entry of customers, managing of website and social media updates, taking meeting minutes and other admin matters.

### Editorial

To support the editorial and design department in editing and proofreading, drafting project schedules, managing book projects, preparing costing sheets, submitting CIP info, taking meeting minutes and other admin matters.

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

*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, classic literature and culture.*

*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.*

## Job Scope

### Sales and Marketing Intern:

- Social media marketing
- Event organizing
- Sales monitoring
- Customer research and analysis
- International book fairs preparation

### Editorial Intern:

- Social media marketing
- Event organizing
- Copyediting
- Support editorial projects
- International book fairs preparation

### Design Intern:

- Support design projects



**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)

- Graphic design for print including book covers, layout, comic book lettering, illustration
- Graphic design for web including social media graphics
- Design research and analysis
- International book fairs preparation

### iii) Epigram Books (<http://www.epigrambooks.sg>)

*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. In 2016, it opened a subsidiary in London to bring the wealth of Singapore literature to the world through the UK.*

#### Job Scope

**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)

### iv) ilovereadingsg (<http://www.ilovereadingsg>)

#### **1. Mission**

*At ILOVEREADING.SG, we aim to cultivate passion for reading in each child and are constantly looking out for excellent reading materials to serve our local and international communities.*

#### **2. Vision**

*ILR has the vision to help each child acquire skills in language and vocabulary through reading and apply these skills in different areas of life.*

#### **3. Objectives**

- To provide quality reading material
- To help individual to acquire knowledge skills in reading
- To sell products that provide a total solution to schools



**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)

#### **4. Corporate Philosophy**

- *To pursue growth with ethics and integrity and in harmony with the global community through responsible innovative solutions.*
- *To work with business partners in collaboration to achieve stable long term growth and mutual benefits.*

#### **5. Customers**

*We focused our sales & marketing activities into,*

- *Schools Reading Programmes (adopting various publications)*
- *Schools counter/display/ libraries promoting optional purchases*
- *Promoting authors via School's assembly programmes (selling books)*
- *Organizing roadshow via other channels*

#### **6. Products & Services**

*We represent a comprehensive range of magazines/ books/ educational toys via [www.ilovereading.sg](http://www.ilovereading.sg).*

*From 2013, We ventured into publishing - **ilovereading, iTHINK, inspire, I** were launched subsequently.*

#### **7. Company's Milestone**

*2014, ILR was nominated the Promising SME 500 – 2014.*

*2016, **iTHINK** was nominated **best educational title** by Singapore Book Awards.*

#### Job Scope

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 take to sell our publications locally and possibly exposures to Hong Kong Book Fair 2018.

#### **v) JLB Educational Technology Pte Ltd (<http://www.jlb.com.sg>)**

*Through rigorous research and development, coupled with the latest teaching philosophy, JLB introduces cutting-edge technology to the education industry. We have developed the Pen Pal Whizz reading system, an interactive learning and teaching tool for young ones and their parents or teachers to enhance group and individual learning. We work closely with preschools to develop curriculum that are relevant, up-to-date and customised for the young children of today, as well as co-producing enhanced classroom materials that are complementary to the integration of interactive educational tools like Pen Pal Whizz.*



**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)

*We are also an independent publisher based in Singapore. Our main focus is the publication and distribution of children's books, customising printed books with enhanced additional content to make them compatible with our Pen Pal Whizz reading system. We strive to provide a continually updated, wide range of high-quality and award-winning book titles to Pen Pal users in a variety of languages for our young readers.*

#### Job Scope

- Process of publishing children's books, meeting with authors and printers
- Sales and marketing of books to the preschools and consumers
- Assist in digital marketing
- Support sales manager and managing director in business development
- Analyse trend, new market segment and penetration in book publishing industry

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

*NUS Press publishes academic books and journals, as well as general non-fiction. Our home market is Singapore and Southeast Asia, but our books are distributed internationally. We publish books of special relevance to Southeast Asia and we maintain a disciplinary focus on the humanities and social sciences. Books and memoirs meant mostly for a general audience and to be sold in bookshops are published under our Ridge Books imprint. We publish some 30 books a year. NUS Press currently publishes two academic journals: China: An International Journal (for the East Asian Institute at NUS) and Southeast of Now: Directions in Contemporary and Modern Art in Asia.*

#### Job Scope

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)

*The SBPA 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.*

#### Job Scope

- Reviewing and updating the SBPA's Membership Directory, and making recommendations on new



**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)

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.

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

*The Straits Times Press is a leading publisher of all genres and specialises in non-fiction subjects for the trade and commemorative books for corporations. We maintain close working relationship with The Straits Times and with other newsrooms, learning institutes and think tanks of repute, both locally and regionally. We have strong editorial and marketing heft reflecting the numerous awards and recognitions won over the years.*

#### Job Scope

The intern will be responsible for supporting all marketing and operations efforts of the marketing and operations team. You must be an inquisitive and curious person who possesses immaculate organisational skills. You are a person who loves literature and the arts, and above all, is keen to love how books and authors are marketed. You are an ideas-driven person who can also articulate your thoughts clearly. You must be social media and e-commerce savvy.