

Guidelines for the Internship Programme Offered by the Communications Office

1. Introduction

The internship programme offered by the Communications Office (CO) is designed to provide students with the opportunity to explore the links between their academic studies and their work in the field to deepen their knowledge of innovative communications. The guidelines aim to provide student participants with a basic understanding of the nature and operation of the internship programme.

2. Objectives

The internship experience involves exposure to useful techniques and practices for communication in the public sector. In particular, the internship programme aims to:

- Develop intern students' employer-valued skills, such as teamwork, communication skills, and attention to detail;
- Expose interns to the work environment and performance expectations of communications professionals;
- Expand interns' knowledge of various areas of communications, including multimedia, publication, event management, and social media;
- Expose interns to professional role models or mentors who will support them in the early stages of the internship.

3. Job Descriptions

Below are the key service areas CO provide for the internship in the field of communications:

- **Editorial Services - Multimedia**, where tasks may include:
 - Assisting video shooting (i.e. operating camera, audio and lighting equipment);
 - Transcribing interviews, proofreading transcripts, and picking the best sound bites for video production;
 - Video editing with software (obtaining skills to add subtitles to the videos);
 - Brainstorming topics and writing storyboards;
 - Comparative analysis of the visual language used in video production;
 - Administrative tasks related to multimedia.
- **Editorial Services – Publication**, where tasks may include:
 - Conducting interviews in Chinese and English;
 - Writing Chinese and English articles;
 - Preparing Chinese-English translation;

- Taking and editing photos;
- Data analysis for publication-related purposes;
- Assisting the publication distribution;
- Administrative tasks related to publications.
- ***Event Management***, where tasks may include:
 - Conducting research on the trends of the event industry;
 - Brainstorming feasible ideas for event and campaign marketing;
 - Facilitating the arrangement of all event-related materials (assets, props, signage, etc);
 - Reviewing UM website, database, guest information, etc;
 - Providing assistance in guest reception;
 - Administrative tasks related to event management.
- ***Information Services - Social Media***, where tasks may include:
 - Producing textual and visual content for posts on social media;
 - Data analysis on social media platforms;
 - Brainstorming ideas to increase more engagement and view;
 - Facilitating promotional campaigns on social media;
 - Administrative tasks related to social media.

4. Eligibility

- To be a candidate for the internship, a student must be currently enrolled in an undergraduate or postgraduate programme at UM that follows the university's academic credit system.

5. Application

- Applicants are required to obtain at least one referral from UM academic staff members, who should normally be internship coordinators in a UM academic unit. The referrals from UM academic staff are required to be sent to CO via email;
- CO will send an online internship application form to the applicants once receiving the referrals;
- Face-to-face interviews will be provided for applicants, who will be selected according to their communication skills, academic pathways, and the needs of CO.

6. Requirements

- To fulfil the duties responsibly;
- To work all scheduled hours;
- To respect privacy;
- To be honest, polite, passionate, and willing to learn and listen;
- To be punctual, flexible, and reliable;
- Not to disclose any non-public information they learn at CO, during or after the internship.

7. Evaluation

Each intern has a supervisor who is responsible for the student's orientation and supervision:

- Supervisors will provide written feedback to the interns and fill out their evaluation forms so that they can receive academic credits from their internship;
- The evaluation takes place only after they have completed all the agreed hours of work and have worked to the satisfaction of CO;
- Interns who have completed their internships can request a proof of internship in the form of a letter.

8. Related Rules

- An internship usually takes no less than 180 hours and up to two months (up to four months during semester time). Each supervisor may determine the duration of an internship programme considering the particular requirement of the area of expertise;
- An internship is normally on a full-time basis, but part-time internships are also possible, depending on the needs of CO and the availability of interns;
- Interns usually work in the office of CO from around 10:00 am to 5:30 pm with a meal break of at least 1.5 hours. The actual working schedule is subject to a mutual agreement between participants and supervisors;
- If any unexpected circumstances cause interns to be late or absent, interns must contact their supervisors as soon as possible. An unscheduled absence can be allowed only for excusable reasons such as illness, injury, or participation in academic activities as required by their course instructors;
- Interns are not paid. All costs of meals and transport incurred during the internship are borne by the interns. Prior to the commencement of the internship, all participants are required to provide proof that they are covered by the UM Student Medical Insurance or equivalent for the duration of their internships at CO.

9. Others

- An internship at CO does not create any expectation or entitlement to employment with UM after the internship;
- CO reserves the right to terminate internships and its decision shall be final in this regard;
- For enquiries about these guidelines, please email to CO at prs.publication@um.edu.mo.