

Explore our Career Fields

GET FAMILIAR WITH OUR 18 CAREER FIELDS

#10 Media, Communication & Publishing

Why choose Media, Communication & Publishing?

Communication and media enables us to understand the world around us, from civic engagement to consumer behaviour – it prepares us to be future leaders and problem-solvers, and it challenges us to be curious and passionate critical thinkers. Communication is one of the fastest growing fields in today's labour market. Working in Media, Communications, & Publishing across the globe can require delivering fresh content across multiple outlets that meet the needs of a wide audience. Virtual interns supporting this career field can support the development of any type of medium including digital, print, video, photography and more, as well as supporting the editing and distribution of the content.

Key Skills you may learn

- Client Relations and Support
- Content Development
- Content Research
- Content Reviewer
- Copywriting – Website
- Create media plan based on client needs
- Creative Design – Photoshop, Illustrator, InDesign
- Editing
- Facilitation and Presentation Delivery Skills
- Fact Checking
- Marketing
- Media and News Liaison
- Presentation
- Social Media Marketing
- Story/Blog Pitching
- Storytelling

Sample Future Careers

- Digital marketer
- Public relations officer.
- Advertising account
- Television/film/video producer
- Web content manager

PLACEMENT PROJECT PLAN SAMPLE FOR INTERNSHIP IN

Media, Communication & Publishing

Placement

Placement: Customer Acquisition and Communication @ The Human Entrepreneur

Placement Career Field: NGO, Charities & Not for Profit

Placement Country: South Africa

Project 1: Conference and Webinar Tracking -

The intern will be responsible for maintaining the database with updated information and finding new conferences and webinars for the owner of the company to speak at. The intern needs to be careful to ensure they have researched all possible conferences and webinars for the year. Excellent internet research skills are a requirement. The intern will help with webinar attendance such as pre-show prep and post-show follow-up for the bi-weekly company webinar. The intern will need to post social media posts advertising the webinar, and ensure everyone who said they would attend has registered on the company landing page, send reminder emails via our email system and follow up after the webinar. We use the webinar to build a database of contacts and possible future supporters of our projects. It is a critical part of getting our message out.

Project 2: Social Media - Account Management

The intern may review current social media accounts and assist with streamlining company social media accounts (e.g., Facebook, Twitter, LinkedIn, YouTube, Instagram, and other social media platforms), ensuring uniform content and tone of voice for landing pages, graphics, and other elements within the communities. The intern may ensure that all comments, likes, or questions are responded to professionally, quickly, and aligned to the brand. Following the approved social media strategy, the intern may support the creation and posting of all approved content to various platforms by utilizing key automation tools for greater efficacy. We use Canva to create social media graphic assets. If you do not know Canva, the learning curve is quick, and we will assist the intern to gain the knowledge.

Project 3: Story Pitching and PR

The intern may work to pitch stories and content to various media outlets, PR teams, and partners to confirm content publication and sharing. The intern may be required to conduct initial research to develop an outreach plan and contact database and depending on the timeline may be asked to refine the pitching process to enhance success. We have a detailed list of South African media outlets that the intern can use. Our target is South Africa for now. However, getting the word out to international media outlets would be advantageous.

Other Projects (if applicable):

Copywriting - Website, Blog, Marketing

The intern may support the copywriting and content curation to produce clear, compelling copy to sell products and/or educate and engage consumers, flexing persuasive writing muscle on websites, blog posts, product descriptions, email blasts, banner advertising, newsletters, white papers, PSAs, social media platforms, including Twitter and Instagram, and other. All copy should meet the end-user requirements of content, tone, and access while strategically relaying the key message. This ties in with project 3.

Editorial Assistance

The intern may be asked to scrutinize content for errors in spelling, grammar, word choice, style, and formatting, reviewing edited copy at multiple stages of the production process to ensure that it is ready for publication. The intern may also be asked to fact-check editorial content, including articles and data, and assist our layout team with the production process to spot errors or inconsistencies in the formatting of e-mails, web pages, and PDFs.

Skills You Will Learn

General Skills: Communication skills; Curiosity; Work Productively / Self Motivate

NACE Career Readiness Skills: Critical Thinking/Problem Solving; Oral/Written Communication; Professionalism/Work Ethic

Career Field Skills: Marketing; Media and News Liaison; Story/Blog Pitching