

Internship Overview

Employer

SHINE CHILDREN AND YOUTH SERVICES

Job Title

Strategic Communications (Branding and Social Media) Intern

Description

The intern will have the opportunity to work closely with the Youth Mental Health team to develop and execute strategic communication initiatives aimed at enhancing branding and outreach across digital platforms, such as Instagram, Padlet and other identified platforms. This role offers valuable experience in both the youth mental health space and social media management, with a focus on strategic communications and creative branding elements like mascot materials. Roles and responsibilities include: - Brainstorm and develop a content schedule for social channels (IG, newsletter and other platforms) that aligns with strategic branding, psychoeducation and outreach goals. - Plan and curate creative copy that resonates with the target audience, and reinforcing the programmes's messaging to encourage help-seeking behaviours - Research and analyze trending topics to present innovative approaches for social content that enhance brand visibility, psychoeducation and engagement. - Support the growth of digital outreach by raising awareness of youth mental health issues, while integrating brand strategy into communication efforts. - Curate and develop creative mascot materials to enhance brand identity and engagement across platforms. - Evaluate and analyze data trends on social media performance, identifying key metrics to optimize future content strategies. - Ensure timely delivery of content that reflects both brand consistency and key messaging. Learning objectives and outcomes: - Co-create learning goals with the supervisor, including objectives related to branding, communications, and data analysis. - Develop insights into youth mental health practices and the strategic role of branding in digital media. - Gain an understanding of values, insights, and competencies essential for working in social services. - Strengthen skills in designing, writing, strategic communications, and data-driven content evaluation. - Sharpen knowledge in media content planning, data analysis, and creative branding through mascot material curation to optimize outreach efforts for the target audience.

Internship Details

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Start/End Dates

12/05/2025 - 18/07/2025

Application Details

Application Instruction

Please attach portfolio of social media content you have created (school assignments, CCA, passion projects etc) along with resume.

Application Requirements

Students are encouraged to apply for the Social Impact Internship Stipend (SIIS) for your internship allowance. (ntu.edu.sg/life-at-ntu/student-life/community-engagement/funding-your-effort#Content_C015_Col01)

Contact Information

Internship Coordinator

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Student Enquiries

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