



"**Xternship ZStarter**" is a special 2-week externship program, focusing on "learning by doing" through practical projects, "learning through coaching" with "Supervisor" who are experienced in their profession.

Program objectives: to create practical conditions for students, apply the knowledge and skills they have learned to solve practical problems and tasks in enterprises. From there, it helps students:

- Mastering skills, understanding more deeply how to apply knowledge and skills to problems in different professions.
- Experience & practical work results
- Solving difficulties in finding quality internships, related to learning goals.
- Higher employability for related field

## EXPERIENTIAL INTERNSHIP PROGRAM

### XTERNSHIP K03

Internship Position	Content Strategist
Supervisor's Name	Ivan & Christine Ng
Internship partner company (if any)	Why Venture
Internship Period	17/02/2025 – 05/03/2025
<i>Company Induction &amp; Job briefing Time</i>	Monday, 17/2/2025, 11:00 – 12:30
<i>Coaching Session 1 Time</i>	Wednesday, 19/2/2025
<i>Coaching Session 2 Time</i>	Tuesday, 25/2/2025
<i>Final Presentation Time</i>	Friday, 28/2/2025
STT	Goals & Deliverables
1	<b>Week 1:</b> Company Content Strategy <ul style="list-style-type: none"><li>- Review all communication &amp; content assets of WHY &amp; propose the annual calendar of communication plan</li><li>- Review social content pillars &amp; feedback</li></ul>



2	<b>Week 2: Create Social Content</b> <ol style="list-style-type: none"> <li>1. Produce 3 content examples , video format</li> <li>2. Content should be engaging, creative &amp; relevant</li> </ol>
3	Other tasks as required by the training manager
	<b>Work ethics requirements:</b>
1	Make a work plan & complete daily tasks
2	Weekly Report
3	Final report
<b>STT</b>	<b>Skills Required for further development</b>
	Project management (task management, time management)
	Communication and presentation
	Content Creation Writing
	App Tools: Excel, Word, Powerpoint, Canva, HTML Mail Design,
	Video editing
	Design Tools: Adobe illustrator, Photoshop

