

## **Founders Note & Why This Page**

Hi there! This is Kevin here, founder of Rebound with Resilience. This is not a typical pager in a JD, but I wrote it because we firmly believe in resonance – I do not see hires as digits and hope to ensure this partnership is a win-win.

Beyond an internship/part-time role, I hope this opportunity can lead to greater clarity, fulfillment, skills & personal development, and possible conversion to a full-time role.

This brief is to give you greater clarity on why we do what we do, the impact your work will lead to, and the value I hope to provide. If any of these don't appeal to you, don't apply! But if it does, do email **kevin\_wee@reboundwithresilience.com.sg** with 1) Resume and simple cover note/letter, 2) Portfolio of past editing works (video and posts). For any clarification, do whatsapp/tele me directly at 94521279.

## **Background of Company**

Rebound with Resilience is a social enterprise and training company committed to raising the resilience and mental wellness of our nation. We conduct workshops and talks in schools and organizations and also work with people with disabilities to do speaking and training. We specialize in niche training programmes around resilience and mental health, and strongly believe in synergy of online content.

## **Why We Do What We Do**

More than 10 years back, I see a boy huddled in a corner of the toilet after his PSLE. In tears, he mumbled over the phone: "I did badly...my life is over"

I thought: 'No 12-year-old should ever feel this way because of a few letters'

Ironically, I also once felt that way after doing poorly in my 'A' levels. I believed success was defined by limited parameters (grades, achievements, prestige), and refused to think otherwise. This led to a period of intense emotional struggle, depression & mania.

Through professional help, life-changing mentors & key paradigm shifts, I've been blessed in the recovery journey, which eventually led to purpose and passion in this space.

When I started out as a freelancer, I noticed 2 times when students paid most attention – when I told a story and when I spoke about failure.

It made me realise there was a lack of vulnerability – a lack of safe spaces where students can discuss their failures, pain and yes, mental health issues and even suicide. In recent times, we're finally realizing the drastic consequence & taking steps to change.

This is why we exist – to be a cultural change agent. Through our talks, classroom workshops, podcasts and media content – we strive to provide and inspire safe spaces to be created, for failure to be redefined and mastered, for mental health challenges to be addressed and destigmatized, and ultimately for lives to be changed and saved.

You may read more about my journey and inspirations [here](#)

### **Details of Internship (Full Time)**

Duration: 3 months minimum (July to Sep). Option of starting earlier in June and ending later to meet school internships requirements.

(full time preferred, but part- time prorated salary can be discussed on a strong case)

Location of work: Work from home arrangement + On Site Shoots (will be included in total working time)

Number of working hours: Full time: ~ 40 hours/week, Part Time: Can be discussed

Salary: \$1000 base with commission on hitting social media growth KPIs (prorated for part-time)

### **Impact Made If You Join Us & What's In It For You**

As you take on this role, you'll be partnering with me to create content that aims specifically to raise awareness of mental health and inspire kindness, empathy and resilience.

I believe this is a gap in the current content scene and desire to create novel content that impacts lives positively and inspires cultural change.

Given that Rebound is a start-up, our content is mostly not monetized (except for potential productions with schools/mental health organizations). Hence, there is less pressure to meet client demands and more room for creativity and ideation (I am looking for someone with passion and can act as a partner in this process, be proactive and discuss ideas).

Rebound primarily gets its source of revenue from training. However, content creation and running a media company is a dream of mine, and I'm looking to explore its viability. Hence the content you produce with me will be experimental, fun and meaningful. Aside from providing value to current followers, the content will serve as a test of market receptivity, to decide if I want to go deeper into it in future.

Also, there is flexibility in producing content. My coaching style involves guiding on principles and allowing space to create, rather than micromanaging. While I will definitely be providing direction, I hope to discuss cuts/visuals and take feedback from you to continuous improvement. I hope we can have a meaningful, win-win and respectful working relationship.

Lastly, I believe in rewarding people for their work. Hence, certain incentives will be set for hitting KPIs. Exact details can be agreed on in the interview process

### **Exact Scope Of The Work & Expected Competencies**

For transparency, here are our social platforms, content pillars and expected scope of work

#### **Type of content**

- Fun Street Interviews & Giveaways

- Podcasts Shoots

- Collaborations with schools/mental health organizations to produce educational content/podcasts

\*Note: this is what we produce for now. It could expand into other areas as mentioned earlier

#### **Content to be posted:**

- Youtube Videos

- Instagram/FB/Tik Tok snippets cut from street interviews/podcasts

- Infographics

#### **Scope of Work**

- Producing, Scriptwriting & Editing

- Learning about social media growth (best practices for organic growth)

- Engaging and interacting with followers

- Copywriting & Creation of Infographics

- Reaching out to potential sponsors/mental health organizations (only on interest)

#### **A Test For Compatibility**

- Head to our [Instagram](#) and [Youtube](#). Does the content resonate and relate to you? Or are you neutral to it?

-This is important: Based on the current editing style and production quality, are you confident of replicating it or improving it? If you're unsure but have some experience and open to learning and improving, you may whatsapp me to check first!

-Do you enjoy consuming content related to kindness, empathy, resilience, mental health and general wholesomeness? (e.g Jubilee, Our Grandfather Story, Mr Beast, etc)

-Do you have a heart for people and connection to resilience/mental health and uplifting people?

-If the answer to any of the above questions is no, would recommend you to think through the application again. Or contact me for any clarification.

However, if you've answered 'YES' to all, I feel you possess the necessary skills, do send your resume and cover letter over and I'll be happy to look through it and possibly arrange an interview.

Sincerely,  
Kevin Wee