

10.6 #6.	Internship title	
	Communications and Marketing Development Officer	
Project description		
<p>a) Please provide a short description of the project(s) with which the intern will be associated;</p> <p>b) If this project is already directly or indirectly funded by CIDA, please provide the CIDA project number (S63...) and officer name</p>		
<p>The Algonquin-Cape Peninsula University of Technology partnership was designed to increase the capacity of the media and communications training provided by the Cape Peninsula University of Technology and to support linkages with industry to enhance professional skills development using the latest technology software. As part of this overall goal, Algonquin's School of Media and Design provides technical assistance in the area of curriculum; training and workshops; establishing and reinforcing student services; and enhancing the capacity of the Cape Peninsula University of Technology faculty and staff to address education and training needs.</p>		
Host Country (State/Province, City)	Primary and Secondary Sectors	Funds being requested from CIDA
Cape Town, South Africa	Strengthening Basic Education - primary Supporting Private Sector Development – secondary	\$15,000 CDN
Overseas Host Organization	Overseas Partner (if applicable)	Canadian Partner (if applicable)
Cape Peninsula University of Technology		
Overseas Job description (Activities)	Qualifications	
The intern would work with Cape Peninsula University of Technology and be responsible to create suitable publications which would showcase industry linkages, including the intern's and those of Cape Peninsula University of Technology graduates, and provide important exposure for the work of the development partnership between the Canadian and South African institutes and industry linkages.	<p>Qualifications are:</p> <ul style="list-style-type: none"> -degree/diploma in communications, journalism, social sciences or business -experience in writing, research, community outreach and graphic design -strong interpersonal and communication skills 	
Duplicate internship (if applicable)		
Please provide justification in the following cases: Duplicate Job Description with the same Overseas Host Organization; Identical Job Description as in any previously approved year(s) with the same Overseas Host Organization; Multiple interns with the same Overseas Host Organization.		

Given the large community that CPUT serves, the request for three interns addresses the organization's efforts to respond to community needs for education and training. The proposed internship is directly linked to CPUT's strategic plans and priorities to increase educational access and community support for training and skills development in Cape Town.

Expected Development Outputs	Indicators	Expected Employment Outputs	Indicators
1. Improved materials for media industry, multimedia training and profiling of careers in the media industry	1a. Number of new publications and material for print and online. 1b. Level of knowledge of media industry and training needs. 1c. Number of new opportunities for women in industry.	1. Improved research, writing and photojournalism skills	1a. Number of related employment opportunities in the media and communication industry. 1b. Intern applying new skills in planning, implementing and producing written documents, photojournalism, and marketing of materials.
2. Improved outreach to low-income communities and non-traditional prospective students	2a. Level of industry and prospective students' access to information on Cape Peninsula University of Technology and the multimedia industry as a whole. 2b. Level of knowledge of programs available to communities and non-traditional prospective students	2. Enhanced ability to work in marketing and communications settings	2a. Application of networking skills in employment sector 2b. Ability to develop new marketing and promotional material.
In Canada Start Date (yyyymmdd):	In Canada End Date (yyyymmdd):	Overseas Return Date (yyyymmdd):	Overseas Departure Date (yyyymmdd):
2008-07-01	2009-01-20	2008-12-20	2008-08-01
Number of weeks in Canada: 4 weeks		Number of weeks Overseas: 21 weeks	