



LIGHT
UP

your career with the
Creative Industries Apprenticeship Scheme!

YOU can now kick start your career in the Media Industry

About Singapore Media Academy?

Singapore Media Academy (SMA) is a wholly-owned subsidiary of MediaCorp, the national broadcaster of Singapore, offering training, educational and consultancy services to address the needs of the local and regional media industries. As part of Singapore's vision to be a leading Media Hub, the Singapore Workforce Development Agency (WDA), the Ministry of Information, Communications and the Arts (MICA) and Media Development Authority (MDA) have developed a Creative Industries Workforce Skills Qualifications (CI WSQ) system to sharpen the competitive edge of our media professionals. In 2008, WDA officially appointed SMA as the Continuing Education and Training (CET) centre for the local media industry to offer a suite of programmes aligned to the nationally recognised CI WSQ standards.

What is the scheme about?

The Creative Industries Apprenticeship Scheme is an initiative by WDA, in collaboration with SMA, to help new entrants who wish to embark on a career in the media industry to gain practical industry experience. Under the scheme, apprentices will be hired and attached to a host employer and undergo CI WSQ training at SMA. Apprentices who successfully complete the scheme will be conferred the nationally recognised CI WSQ certificates and gain an upper hand to secure a job in the media industry.

Career pathways available

- Assistant Producer
- Assistant Editor
- New Media Marketing Executive
- Assistant Market Researcher

Who is it for?

- We want fresh graduates like YOU who have a passion to join the media industry
(Applicable to Singaporeans / Singapore PRs only)

What's in there for you?

- Kick start your career in the media industry
- Receive industry accredited CI WSQ training at SMA
- Ready job opportunities available