

AMASA's ALP programme opens for intern applications

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Kicking off its fifth year of attracting bright young talent into the media industry, the AMASA Learnership Programme (ALP) is open for 2013 intern applications.

The successful candidates will be employed and mentored by leading media companies and supplemented with a starting salary. In addition, students will be enrolled onto the AAA media module and AMASA Media Planning Workshop.

AMASA's core focus is to attract bright young minds into the exciting world of media, and ensure that the individuals not only excel, but remain within the industry.

Each year AMASA partners with South Africa's leading media companies who mentor the ALP interns to fast-track their hands on experience.

AMASA's Chairperson, Lyn Jones comments, "The ALP is our core reason for being, enabling us to deliver against our primary mandate of driving media education. The ALP asks for graduates who not only possess exceptional academic credentials, but outstanding potential. The ALP offers a unique foot into the media industry and the opportunity to be mentored by some of the most respected professionals in the industry. Simultaneously, the ALP assists in curbing the talent shortage from an industry perspective."

The ALP is open to any candidates with a tertiary qualification, however preference will be given to graduates who have Higher Grade Maths, BCom, Marketing, Statistics and Research qualifications.

Application forms can be downloaded from the AMASA website <http://www.amasa.org.za/burseryfund.php>

Completed application forms can be submitted *without* supporting documentation to AmasaALP@gmail.com by no later than 15th April 2013. Selected candidates should be available to commence employment in June 2013.

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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