

Songshan Cultural and Creative Park, Taipei Cultural Foundation International Student Internship Application Guidelines

財團法人台北市文化基金會 松山文創園區國際學生實習計畫簡章

1. Purpose 辦法宗旨

Songshan Cultural and Creative Park (hereinafter referred to as the Park) aims to cultivate international talents in the cultural and creative industries and to promote intercultural exchanges of the Park. The Park has formulated guidelines to provide students and fresh graduates from domestic and foreign universities and colleges with the opportunity to learn and interact in the Park in order to facilitate the connection with industry demands.

松山文創園區(下稱園區)為培育優秀國際學生，並促進園區國際文化交流，特制定本辦法以提供國內外大專院校在學或應屆畢業國際學生職前之輔導訓練，透過實作學習與交流互動，讓學生了解臺灣職場環境，以期接軌產業需求。

2. Participants 實習對象

International students who are current students or fresh graduates of a domestic or foreign college or university.

就讀國內外大專院校之在學或應屆畢業國際學生。

3. Internship Duration 實習期限

We will primarily offer summer internships. Requests for alternative internship duration will be handled on a case-by-case basis. Overall internship hours must be over 160 hours, and students will be required on duty at the Park at least 3-5 hours each time, and 3 times a week during the internships.

原則以暑期實習為主，如需申請其他時段得另案洽談，惟實習總時數需達160小時，且實習期間每周至少須至園區值勤3次，每次至少3-5小時。

4. Practicum Content 實習內容

A. The internship aims to foster interaction between international and local students, provide pre-employment training through hands-on practice. This will help international students gain a solid understanding of Taiwan's professional environment and its culture. This is not an employment relationship, so there is no remuneration involved. The Park only provides interns with allowances and insurance. The allowance is NT\$200 for every 8 hours of internship. If it is less than 8 hours, it will be calculated based on the proportion of internship hours. The internship hours are based on the sign-in sheet approved by the park.

園區實習旨在促進國際與本地學生之交流、培育國際學生，透過實作進行職前訓練，以利國際學生熟悉臺灣職場文化和樣態。本實習非屬僱傭關係無涉薪酬，僅提供實習生津貼和保險，原則每實習8小時津貼新臺幣200元，未滿8小時則依實習時數比例計算；實習時數依園區提供之值勤計時表為準。

- B. The Park is an open space, interns are required to support on-site work, and please bring your own laptop to the office.

園區屬開放式場域，故實習期間皆需配合支援現場工作，並請自備筆電以利於開放式空間辦公。

- C. Please refer to the table below for the detailed contents:

園區實習內容說明如下表：

Practicum Content 實習內容	
International Marketing Project 國際行銷專案	(1) International Marketing Research: Conduct in-depth analysis of target audiences in the intern's home country and the cultural and tourism-oriented multimedia platforms within the home market. 國際行銷調研：針對實習生母國受眾分析園區目標行銷客群，並研究實習生母國文化、觀光行銷多媒體平台。 (2) Marketing Strategy Development & Execution: Develop feasible marketing strategies towards target audiences and media platforms. Creating promotional content, e.g. press releases, social media posts, and EDM. 行銷策略規劃及執行：針對目標受眾及平台發想可行之行銷策略、製作國際行銷之素材內容，如新聞稿、社群貼文、電子郵件EDM等。 (3) International Marketing Communication & Outreach: Contact relevant entities, such as media organizations, social media platforms, and KOLs, according to the established marketing strategy. 國際行銷溝通：按照訂定之行銷策略聯繫相關單位，如媒體機構、社群平台、合作KOL等。 (4) Develop and execute promotional plans and marketing content targeting international residents currently in Taiwan. 針對在台國際人士制定宣傳計畫及內容。
Others 其他	(1) Assist with English guided tours, as well as the reception of the international guests.

Practicum Content 實習內容	
	協助園區國際交流事務，如園區外語導覽、國際貴賓接待等。 (2) The optimization and output of English content related to the park. 園區相關英文內容優化與提供。 (3) On-site event support and other tasks as required. 園區現場活動支援及其他臨時交辦事項。
Required Skills and Background 應具備之技能或背景	
(1) Candidates from all academic backgrounds are welcome; however, a strong passion for international exchange, international marketing, and cultural heritage, as well as excellent teamwork and communication skills, are essential. 不限學科背景，但須對國際交流、國際行銷、文化資產等議題抱有強烈興趣，且具團隊精神及良好溝通合作能力。 (2) Proficient in English, basic Chinese speaking and listening skills preferred. 英文流利，具備中文基本聽說能力更佳。 (3) With excellent communication skills, a strong sense of responsibility, and willingness to embrace challenges and to explore new things. 具備清晰表達能力、認真負責、且願意接受挑戰和樂於接觸新事物。	

5. Application 實習申請

A. How to Apply 報名

- (1) Individual Application: Please email the attached data sheets to Ms. Yeh, ruru@taipeiculture.org For the subject line, please indicate [SCCP Internship _ Your Name].

個人報名：請將下列資料表電子檔 E-mail 至以下信箱，信件主旨請註明「松山文創園區實習_姓名」，來信寄至 ruru@taipeiculture.org 松山文創園區 業務發展處國際事務組 葉資深專員。

- I. *Songshan Cultural and Creative Park Student Internship Application Form*, see attached form.
「松山文創園區國際學生實習申請表」(詳見附表)。
- II. Your CV and internship proposal in any format but must include the objectives and expected outcomes of the internship.
不限格式之履歷及實習計畫書，需包含實習目標及預期成果等內容。
- III. Photocopy of student card, graduation certificate for fresh graduates.
學生證影本(應屆畢業生以畢業證書為準)。

IV. Passport or ARC photocopy.

居留證或護照影本。

V. Other supporting documents, such as letters of recommendation, certificate of Mandarin proficiency or portfolios.

其他有助審查文件，如推薦函/中文檢定證明/作品集等。

(2) Institute Collaboration: Please email Ms. Young, yjj@taipeiculture.org.

機構合作：請逕洽 yjj@taipeiculture.org 松山文創園區 業務發展處國際事務組 楊經理。

B. Review 審查

Applicants who meet eligibility will proceed to an online interview.

經書面審查符合資格者，續安排線上面談。

C. Admission Notification and Registration 錄取通知及報到

Interview results will be sent to each candidate individually via email within 7 working days following the interview. Admitted interns should follow the admission notification to proceed with matters related to registration. Failure to complete the above tasks by the deadline without valid reason will result in the vacancy being filled by a wait-listed candidate, and no further notification will be provided.

園區將於面試結束後 7 個工作日內，個別以電子郵件通知面試結果。錄取實習者應依園區寄送之錄取通知辦理報到相關事宜，如無故未依限辦理前開事宜，則將依備取名單遞補缺額並不另行通知。

6. Internship Guidelines 實習規範

- A. The internship duration will be decided by the Park. If an internship has to end early or be extended for any reason during the internship duration, a written application must be submitted and approved by the Park before further arrangement.

實習起訖區間原則由本園區訂定。實習期間因故須提早結束或延長實習時間，需書面向本園區申請並經本園區同意後始得辦理。

- B. An ID badge will be issued on the reporting date and a staff member as an intern coach will also be assigned. Interns should wear ID badges during the internship and return it at the end of the internship.

園區將於報到日核發園區識別工作證，並指派園區同仁擔任輔導員，實習值勤期間應隨身配戴並於實習期滿後繳回。

- C. The total number of internship hours must be at least 160 hours, and at least 3 times a week to the Park, at least 3-5 hours each time. An internship certificate will be issued upon the completion of the internship.

實習總時數至少需滿 160 小時，且每周至少至本園區值勤 3 次，每次至少 3-5 小時；依前開規範實習期滿，始核發實習證明。

- D. In general, internship attendance hours are Monday to Friday, 9:00 AM - 6:00 PM. (Hours are subject to adjustment according to the Park's operating hours.) Weekend shifts may also be required depending on needs.

實習出勤時間原則為週一至週五，09:00-18:00(時間或因應園區營運時間彈性調整)，另視活動需求調整假日排班。

- E. During the internship, all attendance and leave procedures must be managed in accordance with the Park's policy. Leave hours cannot be included in internship hours; interns are required to make up any hours fall short due to leave before the end of the internship period.

實習期間應依園區規定辦理相關差勤事宜，請假時數不得列入實習時數；實習時數因請假不足時，應於實習期滿前補足。

- F. During the internship, any leave requests require notification to the coach via email or instant messaging, and coach's approval is needed before taking the leave; failure to comply with the regulations will be regarded as an absence.

實習期間如需請假應以電子郵件或通訊軟體通知實習輔導員，並經實習輔導員同意後始得為之，未合前開規範者視為曠職。

- G. Any information related to the Park obtained during the internship must be approved by the Park before it is released to the public, and must be stated with the name of the Park and the logo of the Park.

實習期間取得與園區有關之資料，需經園區同意後始得對外公開發佈，並需註明園區名稱及 LOGO 字樣。

- H. The Park may terminate the internship at any time under any of the following circumstances and the intern may not seek any compensation or reimbursement from the Park:

實習期間如有下列情形之一，園區得隨時終止實習且實習生不得向園區請求任何賠償或補償：

- (1) Interns who are absent without approval for a total of 3 times during the internship.

實習期間無故曠職累計滿 3 次者。

- (2) Those who have taken more than 40 hours of leave during their internship.

實習期間請假時數累計達 40 小時(含 40 小時)以上者。

- (3) Anyone who has committed a major misconduct during the internship or has violated the relevant laws and regulations.

實習期間有所重大不當行為者或違反相關法令規定行為者。

- (4) Those who do not achieve 80 points in the practical assessment.

實習考核分數未達 80 分者。

- (5) In the event of poor performance or adaptation during the internship, the Park will notify the student and provide counseling assistance. If the student is still unable to perform the internship after counseling, the parties may terminate this contract in writing.

實習期間表現或適應欠佳時，本園區將先行通知學生並提供輔導協助，若學生經輔導後仍無法勝任實習工作者，雙方得以書面提前終止本合約。

- I. In order to protect the confidential information of the Park, interns shall not disclose to any third party or utilize for their own purposes any confidential information that they may have learned as a result of the internship, either during the internship period or after the internship.

為顧及園區之業務機密，實習生因實習合作所知悉之相關業務機密，無論於實習期間或實習終了後，均不得洩漏予任何第三人或加以自行利用。

- J. The Park shall own all intellectual property and any outcomes created by interns during their internship, and the Park shall be deemed the author. The interns are allowed to use the results for non-profit purposes related to performance certification and self-promotion.

實習生於實習期間所產生之成果均歸屬園區所有並以園區為著作人，實習生則得將相關成果運用於實績證明、自我宣傳相關之非營利範疇。

7. Internship Assessment 實習考核

- A. Interns will be assigned work by the coach and are required to complete a daily work report.

實習生之實習項目內容由輔導員指派，且需於每日值勤完畢後填寫實習日誌。

- B. Interns will be evaluated and self-evaluate according to the "Songshan Cultural and Creative Park Internship Assessment Form" based on daily reports, performances and results.

實習生及輔導員按「松山文創園區實習考核表」依實習日誌、實習表現及實習成果分別自評及考評。

- C. Internship certificates and recommendation letters will be issued based on the results of the internship assessment form, and interns with outstanding performance will be rewarded at the discretion of the Park.

園區將依上開實習考核表結果開具實習證明以及園區推薦函，實習績優者則將由本園區酌情給予獎勵。

Songshan Cultural and Creative Park International Student Internship Application Form

松山文創園區國際學生實習申請表

Photo 照片	Name 姓名			Date of Birth 出生日期	
	Cell Phone 手機			Nationality 國籍	
ARC / Passport No. 居留證號/護照號碼					
E-Mail 電子信箱					
Address 地址					
School / Department 學校與科系					
Mandarin Proficiency 中文程度		☐ Native Speaker 母語者 ☐ Fluent 流利 ☐ Intermediate 普通 ☐ Basic 略懂 ☐ No knowledge of Mandarin 完全不會 ☐ Other Mandarin Proficiency Test Certificates 其他中文能力測驗證明: _____ ; Level 測驗等級: _____			
Internship Application Period 申請實習期間		/ / till / / Date/Month/Year till Date/Month/Year 日/月/年至日/月/年	Time 實習 時間	Available ___ days per week, ___ hours per day. 每週可到班___天，每天___小時	
Attachment 附件		☐ CV 履歷 ☐ Internship Proposal 實習計畫 ☐ Photocopy of Student Card or Graduation Certificate 學生證影本 ☐ Photocopy of ARC or Passport 居留證或護照影本 ☐ Other Supporting documents (Optional): _____ 其他有助審查文件(非必要): _____			
Name of Emergency Contact 緊急聯絡人姓名			Cell Phone 手機		
Relationship with Emergency Contact 緊急聯絡人關係			Email Address 信箱		

Songshan Cultural and Creative Park International Student Internship Assessment Form 松山文創園區國際學生實習考核表			
Evaluation Date : ____/____/____ Date/Month/Year 考核時間 : ____日____月____年			
Name 姓名:			
Internship Period: ____/____/____ till ____/____/____ Date/Month/Year till Date/Month/Year 實習期間: ____日 ____月____年至____日____月____年			
Internship Attendance: Total internship hours: ____ hours, ____ hours of leave, ____ hours of absence. 實習考勤: 總實習時數____小時, 請假____小時, 缺曠____小時			
Evaluation Criteria 考核項目	Proportion 配比	Self- Evaluation 實習生自評	Coach Assessment 輔導員考評
Attendance Status 差勤狀況	20%		
Learning Attitude 學習態度	30%		
Teamwork 團隊協力	25%		
Internship Performance 實習績效	25%		
Total Scores 總分			
Intern Feedback 實習生綜合意見			
Coach Overall Feedback 輔導員綜合意見			