

『2023 KIPA Global Supporters』 Operation Plan

1 Objective

- Effectively promote KIPA's research outcomes and international development cooperation projects to foreign consumers
- Encourage to visit KIPA's English website to spread research outcomes online
- Set a global and friendly image of KIPA by creating online contents from foreigners' perspective and obtain diverse overseas communication networks
- Diversify promotional channels of KIPA
- Contribute to establishing promotion plans for research outcomes, targeting foreign consumers through surveying interest areas of foreign students among KIPA's research subjects.

2 Recruitment

□ Recruitment overview

- Program : 『2023 KIPA Global Supporters』
- Application period : April 25, 2023 ~ May 26, 2023
- Number of recruits : Total 00 ppl
- Eligibility criteria : Foreign (under)graduate students currently enrolled* in Korean university (regardless of major, no age limit)
 - ① Those who have been residing in Korea more than 183 days
 - ② Fluency in English* is required, and fluency in Korean is preferred

*All contents should be created in English.

- ③ Those who hold Korean bank account

*Students on leave are able to apply.

※ Preferential Treatment

- ① Those who experienced in public relations activities such as interviewing, writing articles or columns, etc.
- ② Those who possess the ability to use advanced design tools* to create online contents (*Photoshop, Illustrator, other design editing programs).
- ③ Those who experienced in various external activities like supporters.
- ④ Those who are interested in new issues and trends on public administration and policy.
- ⑤ Those who are willing to actively utilize their own social media to contribute to promoting KIPA and its research outcomes.

(*Preferred candidates include influencers, power bloggers, and those who are good at using diverse social media channels.)

- **How to apply** : Interested applicants must submit the following documents to sarahjungwon@kipa.re.kr by no later than May 19th, 2023: Application form including application, plan for contents creation, and consent of collecting personal information in one document.
- **Application process** : Recruiting announcement → Application submission → Document screening* → Final selection
 - *Only short-listed candidates will be contacted via email.
- **Selection criteria*** : Application and portfolio (contents creation plan)
 - *(Details) Experiences of public relations, originality and composition of contents, contents composition, etc.

□ Activity overview

- **Period of Activity** : June 2023 ~ November 2023 (approx. six months)
- **Duties** : Create online contents* once a month with what KIPA provides on its English website (ex. basic research, issue paper, international development cooperation projects, seminars, education programs, etc), and post them to personal social media accounts.

*Examples of online contents

- Text-based contents (blog posts by writing articles on seminars, etc.)
- Image-based contents (card news, webtoons, illustrations, etc.)
- Video contents (YouTube Shorts, Instagram Reels, and other short videos)

3 What to do

Things to do as 『2023 KIPA Global Supporters』

① Participate in meetings for contents planning (once a month)

- Present monthly contents creation plan
- Contents' plan must be coordinated beforehand in order to prevent contents duplication among supporters
- Meetings can be replaced with online meeting if preferred by all participants

② Create online contents in English (once a month, maximum of three contents in a month)

- Create online contents based on what KIPA's English website provides*.

***Examples**

- Periodicals (Issue papers)
- Report (Basic research, collection of research, research on International Public Cooperation)
- Activities (International conferences, seminars, international development cooperation projects, etc.)
- Video report, purpose, history, education program, etc.

③ Upload created contents on personal social media channel (once a month, maximum of three contents in a month)

- Online contents should be reviewed before the final uploading process
- Social media channels include Instagram, blog, Facebook, Twitter, YouTube, Community bulletin board, etc.

○ Obligation to actively promote notices that need to be advertised


- Global supporters are requested to actively promote seminar invitations and other important notices from KIPA through posting them on the official bulletin boards and community boards of their universities, personal social media, etc.

Benefits

- Grant on/offline business card

- Grant qualification to participate major events organized by KIPA
- Payment for created contents
- Certificates are issued upon completion of the supporters' activities
- Award from KIPA to outstanding supporters

5 Schedule (*Schedule is subject to change)

- Application Deadline : April 25 ~ May 26
- Announcement of Successful Candidates : May *TBA
- Launch Ceremony & OT  Mandatory : June *TBA
- Global Supporters Activity : June ~ November
- Completion ceremony & Result reporting : December *TBA