



The Culture Trip Certificate Course Bar Ilan University, 2016

[The Culture Trip](#), a one-stop, global website, showcasing the best of art, food, culture and travel for every country in the world, has created a specially tailored certificate course for university students. Currently reaching over 2 million culture loving users around the globe, The Culture Trip is growing at an exponential rate due to its innovative content, growth hacking tactics and global community of writers. The Culture Trip Tel Aviv is offering a semester-long certificate course for English-proficient Bar Ilan students, passionate about Israeli culture and interested in gaining experience and exposure in the world of online journalism.

Benefits for students:

If you are either a writer or photographer seeking behind-the-scenes understanding of a fast growing media site, for significant exposure worldwide and practical skills, this is the program for you!

- Have your work published online, exposed to our vast global readership (over 2 million monthly views).
- Developing published portfolio as a writer or blogger.
- After publishing 3 articles you will be profiled on the site as a regular Contributor.
- Writers will be sent as Press to review events like art gallery openings, restaurants and other perks (OTH).

Requirements:

- For *writers*: Fluent English and an established written voice and previously published content (ideal but not required).

Responsibilities:

- Participants will be responsible for *3 submissions per month*, according to The Culture Trip's stylistic and editorial guidelines.
- Participants must work in cooperation with The Culture Trip's editors in an efficient and timely manner.
- Participants will attend 4 out of the 4 certificate course sessions which will provide hands on training in the following four verticals:
 1. Writing (to get read)
 2. Editing
 3. Social media marketing
 4. Data analysis

Duration:

One semester: the program will begin at the end of February, with monthly training sessions on Friday mornings on Tel Aviv University campus. (Exact dates TBC)

How To Apply:

Send your **CV**, 2 **writing samples** and a **cover letter** describing your interest in the program to ruth.berber@theculturetrip.com and deborah.moher@theculturetrip.com.

Please use the Subject Line '[Name] – The Culture Trip Certificate Course application – Bar Ilan - Writer]

Successful applicants will be invited by The Culture Trip's Israel Director to write a Trial Article. Upon successful completion of The Culture Trip Certificate Course, students will receive valuable in-depth data analytics of their articles, a digital certificate noting their graduation from the course and a written recommendation letter from the course's director.

*Application Deadline is **February 23rd 2016**.*