

HITN Intern Program

Purpose: To create a comprehensive program where student interns will be exposed to the various facets of HITN's media offerings, and specialize in one particular area or department to develop a specific skill set.

It is HITN's objective to build a skilled workforce that can serve both the company and the industry. It is important that talented and skilled interns be trained and utilized to assist with the continued growth of HITN as a media company. These interns should come from various disciplines to help in all facets of the company.

Overview: The internship program will be a 3 month initiative that will have students working in a specific department. Interns will work in 4 general areas: Development, Production, Programming, and CBO Connect.

Synopsis of Internship Program:

Length:	3 days a week (minimum)
Accreditation:	HITN and School will work so that students will receive course credits for the services provided
Candidates:	We are looking for skilled, highly motivated individuals that have experience in a variety of areas: <ul style="list-style-type: none">● Research● Journalism/ script writing● Production & post production● Graphic & web design● Data gathering● Digital asset management/systems management● Community Outreach/Public relations/ non profit organizations● Political science/Latin American studies● Marketing

<p>Areas of Focus:</p>	<p>Interns will work in the following areas:</p> <ol style="list-style-type: none"> 1. Development Department 2. Marketing 3. Production Department <ol style="list-style-type: none"> a. Development of content: b. Execution of Content c. Handling Production's digital assets: 4. Programming 5. CBO Connect
<p>Plan Details:</p>	<ul style="list-style-type: none"> • Interns will specialize in one area and have a "mentor" in that area

Marketing: Social Media Intern

<p>Responsibilities:</p>	<ul style="list-style-type: none"> • Help the Marketing team manage social media channels (Instagram, Facebook, Youtube and Influencer marketing), and social campaigns for HITN campaigns, including CYF • Collaborate with the Creative and Editorial Teams to develop content, and edit for published content across social media channels and Live Virtual events • Assist Marketing team in lead generation tactics on projects • Manage & moderate social community by monitoring comments & mentions on channels and during LIVE events • Develop and grow audience / communities via organic engagement, paid boosting and/or influencer outreach efforts. • Suggest, design, create and manage promotions and social ad campaigns. • Monitor trends in social media tools, applications, channels, design and strategy to improve the overall experience • Analyze, review, and report on the effectiveness of daily activities and campaigns to maximize results. Compile reports for management showing results
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