



# #ICANHELP Internship Application Information 2020-2021

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## Internship

- Length of Term is June 2020- 2021
  - Create and organize monthly meetings with all other interns.
  - Organize weekly texts/updates with Executive Team
  - Attend 75% of the scheduled monthly phone meeting with Interns on the 4th Sunday of the month & Specialists held on the 3rd Sunday of each month.
  - Hold monthly phone accountability meetings with your team of Specialists and volunteers to plan and discuss team projects and events.
  - Collect monthly reports from the Executive Team & give to Kim.
  - Communicate directly with Kim and Lead Intern about team meetings
  - Complete [#ICANHELP Parent Consent Form](#) if under 18
  - Ask Kim, Mentors, Steering Committee members, Interns, and Specialists or Volunteers for support when needed.
  - Building Relationships with Mentors from ie: Twitter, Google, Facebook
  - Will be active on the #ICANHELP social media pages and will demonstrate positive engagement by commenting, liking, resharing, shouting out our pages, etc...
  - Students are responsible for their own travel expenses to in person meetings at this time. #ICANHELP will provide meals.
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## #ICANHELP Internship:

#ICANHELP is proud to offer 8 internship positions to students interested in learning about the business, skills, and vision involved in running a non-profit. Applicants are highly encouraged to be seniors in high school, undergraduates, and graduate students. Through this year-long commitment (June to June), students will become familiar with the business aspects of a nonprofit, attain valuable skills relating to their area of focus, and learn to delegate tasks to our growing database of volunteers. Positions are as follows:

- Lead
- Public Relations
- Digital Media
- Marketing
- Recruiting
- Graphic Design
- Video Productions
- Content Creation



## Lead Intern

**Internship:** Unpaid

**Reports to:** Executive Director

**Commitment:** 6-8 hours a week remotely

**Age:** College

### General Description

The Lead Intern will work closely with (Kim and Jocelyn) as well as the interns to ensure that projects are being completed in a timely manner. The primary contact point for all the interns will be the Lead Intern. The goal of the Lead Intern is to ensure that projects are held to a professional standard and promote the vision and mission of #ICANHELP.

### Duties

- Responsible for the overall delivery of the projects, quality control, management reporting, and planning
- Managing, engaging, reporting to key internal and external stakeholders
- Write sponsored content
- Oversee the volunteers/call to action (with the app)
- Create and manage intern calendar, to-do lists, and projects
- Act as primary contact between interns and (Jocelyn and Kim)
- Manage the interface between the various business work streams and departments and clients
- accountability
- Upload weekly and edit all blogs before it is published
- Hold monthly meetings with all staff (interns + Kim) remotely

### Monthly Requirements

- Sending reminders to Interns
- Hold monthly Intern meetings
- Maintain meeting minutes
- Check in with each intern

### Knowledge & Skills

Candidates should be comfortable juggling logistics and schedules for both brief and annual periods of time. Candidates should also have a commitment to supporting the needs of nonprofits, and of those benefiting from assistance programs. A strong understanding of the nonprofit's vision will be essential to the function of this position. We are looking for reliable and well organized individuals that can utilize their creativity to create content and see projects through to fruition.



## Public Relations Intern

**Internship:** Unpaid

**Reports to:** Lead Intern

**Commitment:** 4 hours a week remotely (may vary by month)

### General Description

#ICANHELP, a small nonprofit, is looking for an intern in or interested in the PR field. The intern who fills this position should expect to gain skills in public relation and complete the task of a PR specialist. The work done through #ICANHELP will help build a portfolio and the skills necessary to enter any public relations firm. The PR Intern will play a critical role in maintaining the overall brand of #ICANHELP.

### Duties

- Works closely with marketing to monitor all forms of media to maintain branding
- Schedule and coordinate social channel takeovers, photo shoots, and other special events
- Write press releases and articles
- Create interview preparation materials
- Compile contact lists
- Create or update databases
- Be responsible for overall project management to ensure that quality, cost, and project scheduling requirements are met
- Communicate consistently with team and mentor

### Committee Monthly Requirements

- Reaching out to schools and individuals to highlight
- Creating the monthly newsletter
- Responding to Instagram messages and comments

### Knowledge & Skills

Applicants should be comfortable communicating through phone calls, emails, and other messaging across multiple devices, as well as initiating and maintaining strong personal relationships with coworkers. Additionally, applicants will be required to meet deadlines and maintain an organized schedule. An ideal applicant has the ability to utilize their creativity to develop new programs and solutions, and see them through to fruition.



## Digital Media Intern

**Internship:** Unpaid

**Commitment:** 4 hours a week remotely (hours may vary by month)

**Reports to:** Lead Intern

### General Description

The Digital Media Intern will work closely with the Graphic Design Intern and Video Production Intern to assist with the management and production of digital media on all platforms. The goal of the Digital Media Intern is to coordinate all graphic and video projects, managing the production from start to finish, ensuring quality and meeting all deadlines.

Digital Media efforts will vary based on the time of year and schedule of events for Digital4Good. The standard monthly requirements should be completed in addition to any specific projects geared toward upcoming initiatives.

### Duties

- Coordinate graphics creation
- Coordinate video creation
- Approve all creative proofs and provide feedback
- Submit final creative proofs to the Marketing Intern
- Provide captions to accompany all submitted posts
- Be responsible for overall project management to ensure that quality, cost, and project scheduling requirements are met
- Communicate consistently with team and mentor

### Committee Monthly Requirements

- 4 raw content pictures sent to Marketing Intern
- 4 videos sent to Marketing Intern
- Prepare content for social media story highlights
- Compose 12-15 tweets a month, 3-4 a week sent to Marketing Intern
- Distribute graphics and video requests

### Knowledge & Skills

Applicants should be comfortable communicating through phone calls, emails, and other messaging across multiple devices, as well as initiating and maintaining strong personal relationships with coworkers. Additionally, applicants will be required to meet deadlines and maintain an organized schedule. An ideal applicant has the ability to utilize their creativity to develop new programs and solutions, and see them through to fruition.



## Marketing Intern

**Internship:** Unpaid

**Reports to:** Lead Intern

**Commitment:** 6 hours a week remotely (may vary by month)

### General Description

The Marketing Intern will work closely with the Content Creation Intern and Digital Media Intern to market #ICANHELP's mission to the public primarily through the posting of content supplied by the Digital Media Intern. The goal of the Marketing Intern is to facilitate outreach and to raise awareness in the communities that #ICANHELP serves.

### Duties

- Consistently posts on Instagram, Twitter and Facebook
- Review all posts before going public
- Maintain and update the monthly posting schedule
- Generate posts to help bring in revenue, work with companies, etc.
- Be responsible for overall project management to ensure that quality, cost, and project scheduling requirements are met
- Communicate consistently with team and mentor

### Committee Monthly Requirements

- By the last day of each month, the following month's post schedule will be released and all content will be secured
- Creating the monthly calendar
- Collecting all the media to review
- Posting the finalized content

### Contract Position:

- Posting on Facebook 12 times a month, 3 times a week
- Posting on Instagram 12 times a month, 3 times a week
- Posting on the Instagram story 5 times a day
- Tweeting 3-4 times a day
- Reply to all comments on Instagram, Twitter, and Facebook
- Co-moderate quarterly Twitter chats

### Knowledge & Skills

Applicants should be comfortable communicating through phone calls, emails, and other messaging across multiple devices, as well as initiating and maintaining strong personal relationships with coworkers. Additionally, applicants will be required to meet deadlines and maintain an organized schedule. An ideal applicant has the ability to utilize their creativity to develop new programs and solutions, and see them through to fruition.



## Recruiting Intern

**Internship:** Unpaid

**Reports to:** Public Relations Intern

**Commitment:** 4 hours a week remotely (may vary by month)

### General Description

This role gives you the unique experience to join a fast growing, early stage non-profit that is quickly making a power difference in schools and communities across the country. We're looking for a qualified passionate candidate who will hit the ground running taking on events and volunteering recruiting. You'll play a crucial role in discovering compassionate students, new schools, and inspiring mentors that are ready to help delete negativity.

### Duties

- Manage Volunteer Database on Minga
- Recruit students, schools and mentors to join the #ICANHELP movement
- Create a collaborative working relationship with other interns
- Proactively research schools and/or students wanting to implement #ICANHELP
- Be responsible for overall project management to ensure that quality, cost, and project scheduling requirements are met
- Communicate consistently with team and mentor

### Committee Monthly Requirements

- Check in with volunteers to ensure they stay connected
- Ensure all new volunteers have permission slip submitted
- Minga cleanup and ensure projected being assigned are completed

### Knowledge & Skills

Applicants should be comfortable communicating through phone calls, emails, and other messaging across multiple devices, as well as initiating and maintaining strong personal relationships with coworkers. Additionally, applicants will be required to meet deadlines and maintain an organized schedule. An ideal applicant has the ability to utilize their creativity to develop new programs and solutions, and see them through to fruition.



## Graphic Design Intern

**Internship:** Unpaid

**Reports to:** Digital Marketing Intern

**Commitment:** 4 hours a week remotely (may vary by month)

### General Description

#ICANHELP is looking for a highly skilled intern with design and photo-editing software to join our marketing/advertising team as a graphic design artist. We highly encourage applicants to be proficient with Adobe Illustrator, but this is not a requirement. Our marketing department produces quality work for a growing nonprofit. We would love a qualified candidate who is ready to participate in various stages of print and online marketing campaigns as a designer.

### Duties

- Create and design print and digital materials
- Adhere to brand guidelines and complete projects according to deadline
- Retouch and manipulate images
- Use graphic design software and work with a wide variety of media
- Assemble final presentation material for printing as needed
- Be responsible for overall project management to ensure that quality, cost, and project scheduling requirements are met
- Communicate consistently with team and mentor

### Committee Monthly Requirements

- Assemble 3 Instagram template posts a week, 12 a month with team of specialists
- Design 4 printables a month
- Fulfill graphics requests filtered by Digital Media Intern meeting strict deadlines

### Knowledge & Skills

Applicants should be comfortable communicating through phone calls, emails, and other messaging across multiple devices, as well as initiating and maintaining strong personal relationships with coworkers. Additionally, applicants will be required to meet deadlines and maintain an organized schedule. An ideal applicant has the ability to utilize their creativity to develop new programs and solutions, and see them through to fruition.



## Video Editor Intern

**Internship:** Unpaid

**Reports to:** Digital Media Intern

**Commitment:** 4 hours a week remotely (may vary by month)

### General Description

#ICANHELP is looking for a qualified intern to join our marketing/advertising team as a video editor. Our marketing department produces quality work for a growing nonprofit. We would love a qualified candidate who is ready to participate in various stages of print and online marketing campaigns as a designer.

### Duties

- Create and edit video materials
- Adhere to brand guidelines and complete projects according to deadline
- Organize and curate a wide-array of footage
- All transcriptions done and highlighted
- Use video editing software and work with a wide variety of media with their mentor
- Be responsible for overall project management to ensure that quality, cost, and project scheduling requirements are met
- Communicate consistently with team and mentor

### Monthly Requirements

- Fulfill video requests
- 3-4 30-45 second videos a month for social media purposes
- 1 IGTV video each month with team of specialists incorporating the monthly theme

### Knowledge & Skills

Applicants should be comfortable communicating through phone calls, emails, and other messaging across multiple devices, as well as initiating and maintaining strong personal relationships with coworkers. Additionally, applicants will be required to meet deadlines and maintain an organized schedule. An ideal applicant has the ability to utilize their creativity to develop new programs and solutions, and see them through to fruition.





## Content Creation Intern

**Internship:** Unpaid

**Reports to:** Marketing Intern

**Commitment:** 4 hours a week remotely (may vary by month)

### General Description

The Content Creation Intern will work closely with the Marketing Intern to create content matching our feed that can be pushed out onto the website and newsletter. We are looking for a passionate candidate with a highly skilled writing background. The Content Creation Intern will play a critical role in showcasing our work through blogs as well as highlighting schools and students who are using #Digital4Good.

### Duties

- Writing articles to showcase what schools or individuals are doing for blog and newsletter
- Creating blogs based around theme of the month, upcoming posts, and challenges
- Highlighting schools and students who are spreading positivity online
- Writing updates on former and current #Digital4Good winners to be used for social media posts and blogs
- Participates in curriculum calls and helps with creating new content regarding curriculum
- Scheduling Instagram Live Interviews

### Committee Monthly Requirements

- Write four blogs a month
- Help with content for the monthly newsletter
- Schedule 2-4 Instagram Lives a month

### Knowledge & Skills

Applicants should be comfortable communicating through phone calls, emails, and other messaging across multiple devices, as well as initiating and maintaining strong personal relationships with coworkers. Additionally, applicants will be required to meet deadlines and maintain an organized schedule. An ideal applicant has the ability to utilize their creativity to develop new programs and solutions, and see them through to fruition.



All interns will undergo an application and digital interview process prior to being offered the position. Upon being offered the position the internship position, the selected candidate will have 72 hours to complete the sign the annual contract as follows:

### [Internship Contract](#)

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#### **#ICANHELP Specialist Position:**

- Length of Term is June 2020- 2021
- Commitment of at least two hours a week to checking #ICANHELP emails and working on assigned tasks/ projects
- Attend 75% of the scheduled monthly phone meetings with committee specialists held on the 2nd to last Sunday of each month.
- Complete [Volunteer Parent Consent](#) if under 18
- Communicate with your committee Intern to keep them updated on the progress of your projects
- Building Relationships with Mentors from ie: Twitter, Google, Facebook
- Will be active on the #ICANHELP social media pages and will demonstrate positive engagement by commenting, liking, resharing, shouting out our pages, etc...
- Students are responsible for their own travel expenses to in person meetings at this time. #ICANHELP will provide meals.
- Communicate with Kim, Matt, and CommitteeIntern for support when needed

#### **General Description**

Our Specialist positions are a new addition to our #ICANHELP internship program that we are excited to offer this year. Our Specialists will be put into committees where they will be matched with one of our interns based on their interests and areas of expertise. In these committees their intern will assign projects and tasks that should be completed each month. Specialists will have the opportunity to gain monthly mentorship and networking experience from industry leaders during their required monthly committee calls. This opportunity is a year long commitment available for students who are ages 13+ and is a great opportunity to gain experience especially if you are interested in later becoming an intern with us.

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#### **#ICANHELP Volunteer Opportunity:**

##### **General Description**

#ICANHELP is proud to provide the opportunity to volunteer for this nonprofit for students interested in contributing to a social movement, engaging with their peers, and practicing time-management through their commitments to #ICANHELP projects and events. Joining the volunteer database is open to all students ages 13+. Volunteers will



be able to participate as frequently as they wish, but are not committed to staying for a set time duration. This opportunity is great for those who are interested in getting involved and gaining experience, but cannot commit to attending monthly calls and a set number of projects each month. Volunteers do not have to select a committee and will be able to sign up for projects using our MINGA online database.

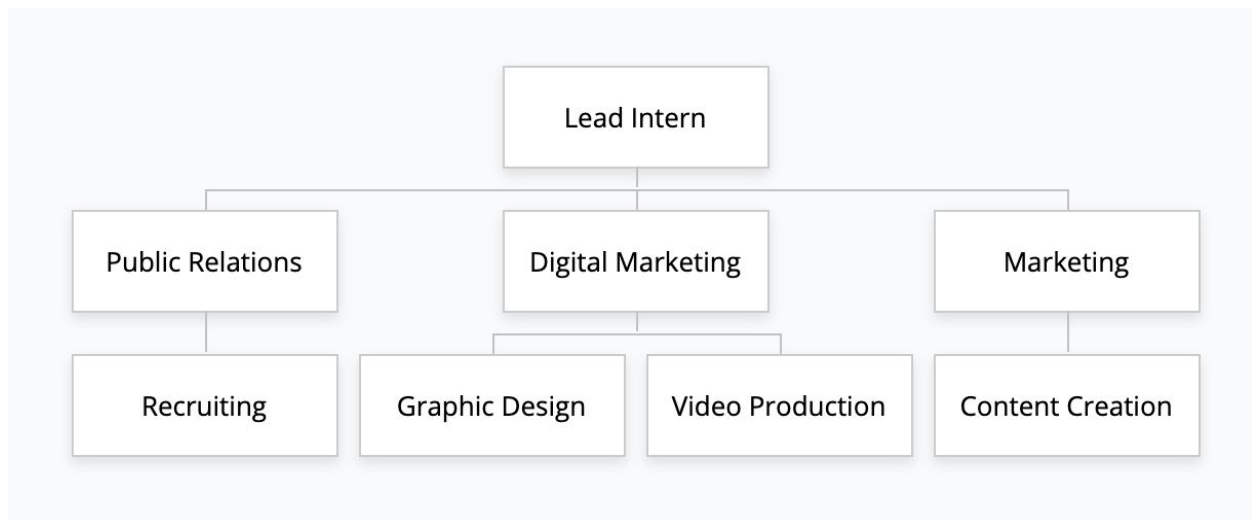
**All volunteers under the age of 18 must have a parent or guardian's signature:**

**[Volunteer Parent Consent](#)**

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Structure:

The following structure will be used to regulate questions and funnel communication through the proper channels to ensure the right people are answering the right questions and all members of the #ICANHELP team is free of unnecessary communication so they may thrive in their field.



In addition to this basic structure, it is to be understood that Kim may be expected to reach out to varying interns, however such communication should be regulated through the Lead Intern. Additionally, the volunteers will have access to the Lead Intern as a resource, however it is understood that their primary points of contact should be with the interns.

FAQ's:

**How do I sign up to be a volunteer?**

- On our website, under the Support Tab, prospective volunteers can find all the information regarding this exciting volunteer opportunity as well as all the materials to get them started. They will be prompted to read the



volunteer position outline and then read and sign the volunteer contract. Volunteers under the age of 18 will need a parent/guardian to electronically sign as well. Upon completing their registration, new volunteers will be contacted with more information as well as an access code to the online database.

**Where/what is this database?**

- This database is where all official #ICANHELP projects and events are created and completed through collaboration with our volunteers. This database is run through the organization management site: MINGA.

**What happens if I, a volunteer, get too busy to help?**

- The new #ICANHELP volunteer program has been created to ensure the success of our non-profit without putting pressure on any of our volunteers. Through the online database YOU choose which projects you would like to complete and which events you would like to volunteer. If you're feeling overwhelmed or simply going through a busy time you are not required to sign up for anything. Once you're ready to take on a new project simply return to the site and take your pick of available volunteer opportunities! Your time, your choices. We appreciate all the time you do spend with us!

**What are the benefits to fewer interns?**

- With fewer interns, #ICANHELP is able to multiply its productivity and expand its reach by concentrating on our highly skilled interns and translating their ideas into opportunities for our specialists and volunteers. With less interns and more volunteers with the freedom to choose projects that interest them, #ICANHELP will experience growth like never before!

**What benefits do these interns receive?**

- Consistent mentorship from industry leaders
- Networking opportunities throughout the tech industry
- Experience leading a committee and being accountable for monthly meetings
- Portfolio and resume building opportunities
- May use towards college internship credit
- Workshops on how to network, use LinkedIn, resume building, branding, etc.

**What benefits do these Specialists receive?**

- Opportunity to be mentored by industry leaders and #ICANHELP Interns
- Portfolio and resume building opportunities
- Can be used for volunteer hours
- Workshops on how to network, use LinkedIn, resume building, branding, etc.

**What benefits do these volunteers receive?**

- No time duration or committee commitment
- Able to drop in and participate in projects anytime
- Chance to work with variety of committees
- Can be used for volunteer hours