2019 Summer Intern Program

Sesame Workshop is the nonprofit educational organization behind *Sesame Street* which reaches 156 million children across more than 150 countries. The Workshop’s mission is to use the educational power of media to help children everywhere grow smarter, stronger, and kinder. Delivered through a variety of platforms, including television programs, digital experiences, books and community engagement, its research-based programs are tailored to the needs of the communities and countries they serve. For more information, visit us at [www.sesameworkshop.org](http://www.sesameworkshop.org).

The Summer Internship Program will give undergrad students an opportunity to gain experience in a business environment. As a Sesame Workshop Intern you will learn from the best minds in the industry and contribute to our success. This is a unique opportunity to work with a dynamic group in an organization dedicated to the education of children. Our aim is to reach out to a diverse college population to increase awareness and interest in the areas of non-profit and children’s media. We believe having a workforce that reflects our diverse and culturally rich society is essential to our success.

PROGRAM DATES
Sesame’s 9-week Internship Program will run from **Monday, June 3 through Friday, August 2, 2019**.

PROGRAM SPECIFICS
Internships are available in New York City headquarters. Interns are paid **$18** per hour and work **35-hour week**. Housing and travel expenses are the responsibility of the intern.

REQUIREMENTS
- Qualified candidates must be in good academic standing entering their junior or senior year in Fall 2019 at an accredited college or university with at least an overall 3.0 GPA.
- Possess strong computer skills as well as excellent written and verbal communication skills.
- Available to work 35 hours a week.

* Upon acceptance you should be able to provide a copy of your transcript.

GUIDELINES FOR APPLYING
Apply online (instructions are below) by the application deadline **March 15, 2019**.

Application Materials Required:
- Current resume – Apply with your resume in MS Word or PDF format.
- Cover Letter – cut and paste your letter in the box reserved for the cover letter.
- Cover letter that should include the following on it:
  - Your School’s Name
  - Your Major/ Degree
  - Graduation Date
- Include at the end of your cover letter, add two blank lines. For each question - Describe in 500 words or less:
  - How does your background and experiences inform your decision to choose your major?
  - Why are you choosing these departments to work in?
  - What are you hoping to gain from an internship with Sesame Workshop?
  - What else should we know about you and your candidacy?
TO APPLY

1. Go to the employment page at SesameWorkshop.org. Click link of the department name that you are interested in as a first choice then apply online.
2. You can apply to up to 3 departments. Follow the same process for your second and third choices.
3. List your first, second and third choice in the first lines of your cover letter.

Internship Departments:

- **Art, Design & Animation** – The design aspects for all media vehicles including online, print and television shows.
- **Accounting & Finance** – Manages the monetary side of all company transactions, ensures all entries are booked according to Generally Accepted Accounting Practice (GAAP), and reports on the financial performance of both the entire company and distinct projects within the organization. Accounting & Finance provides the necessary data that informs management about the fiscal health of the organization.
- **Content Research** – Conducts formative and summative research, both quantitative and qualitative, with children and their caregivers to support concept development, planning, production and impact of our products and programs. Also provides information about a production’s particular curriculum area(s) i.e. mathematics, resilience, literacy, or science. Those Interested in Content Research must have experience working with young children, and prior experience in research with human subjects is preferred.
- **Creative Development** – Develops new content and series to expand Sesame Workshop’s creative portfolio.
- **Digital Media Engineering** – Cross-functional team within the Technology and Engineering Department that is responsible for building, maintaining, and monitoring digital products including websites, interactive media, and apps produced for domestic and international properties.
- **Digital Production** – Production of all of the Workshop’s interactive products and platforms.
- **US Education** – Defines, creates, and develops formal learning content (digital and print) for schools and education programs. Innovative content offerings include outcomes-based curricula in a range of content areas for children in Pre-K to Grade 3, professional development materials for educators, and family engagement supports.
- **Human Resources** – Staffing, employee compensation and benefits, and learning and development. HR maximizes the productivity of an organization by optimizing the effectiveness of its employees.
- **Licensing** – Creation and management contracts between the owner of a brand and a company or individual who wants to use the brand in association with a product, for an agreed period of time, within an agreed territory. As the brand owner we are responsible for creating the design direction and the marketing umbrella that defines the brand’s appeal.
- **Marketing** – Promotes our business and drives sales of its products or services. They also research to identify target audiences.
- **Media & Publishing** – Responsible for creating and distributing a wide array of media, including books, DVDs, e-books, apps, streaming media, music, and even museum exhibits.
- **Production** – Creative content for Sesame Street, and other associated media. This includes ongoing creative development and long term planning of the show to drive forward the mission, increase child engagement and build educational core.
International Production – Creative content for Sesame Workshop’s global presence. This includes ongoing creative development and long-term planning of local brand adaptions to drive forward the mission, increase child engagement, and build educational core.

Special Project Production – Create and produce content for all non-show Sesame branded projects. The team is responsible for delivering content across a wide variety of platforms. We produce and deliver content for domestic social impact initiatives, live themed entertainment shows, theme park video content and home video content. They collaborate with all departments across the company to create educational and entertaining media to extend the Sesame brand.

Production Management – Management of the planning, forecasting, and production costs at all stages of the production lifecycle.

Philanthropic Development – Responsible for generating revenue from both institutional (foundation, corporate, government) and individual donors to support all of Sesame’s social impact work domestically and around the world to reach the most vulnerable children with access to free content.

Public Relations – Strategic communication process that builds mutually beneficial relationships between organizations and the public.

Special Events – Project management to the creation and development of large scale events

International Social Impact – Responsible for growing Sesame Workshop’s global presence and initiating, implementing and strategically sustaining local brand adaptations to drive reach and impact. The team collaborates with a variety of international partners, stakeholders, and service providers to deliver educationally targeted, high-quality content through coalitions of local and global media, education, government, corporate, donor and civil society partners.

US Social Impact – Implements philanthropically funded community engagement initiatives that service our nation’s vulnerable children and families. Based on fulfilling Sesame Workshop’s mission we created innovative, bilingual (English and Spanish), multiple media initiatives and resources that enrich children’s overall development through early learning basics, health and well-being and building resiliency skills to tackle challenging situations. There is a strong focus on localizing the implementation of these initiatives through key national and community organizational partnerships through individualized action plans and professional development.

Web – Work involved in developing a web site for the Internet non-design aspects of building web sites: writing markup and coding.

SELECTION OF INTERNS
Interns are selected on the basis of their academic standing, writing samples, participation in extracurricular activities, and previous work and/or internship experience. Incomplete applications or applicants that do not follow our directions will not be considered.

Interns may be interviewed by telephone, Skype or in person at a Sesame Workshop headquarters. References may be requested.

Students accepted as summer interns will be notified on or before April 12th, 2019.

While we appreciate your interest in Sesame Workshop, only students under consideration will be contacted.