

MEDIA DEVELOPMENT LEAD

MDL | Founding Media Internship | Unpaid, Portfolio-Building Opportunity

ORGANIZATION	I Can Scholarship Foundation, Inc. (501(c)(3) nonprofit)
POSITION CLASSIFICATION	College internship • Unpaid • Learning and portfolio development
PRIMARY FOCUS	Establishment and launch of the organization's inaugural podcast series
REPORTING RELATIONSHIP	Reports to designated Foundation leadership / internship supervisor

POSITION PURPOSE

The Media Development Lead (MDL) is a founding internship position designed to help establish, develop, and launch the Foundation's first podcast series. Under organizational supervision, the intern will contribute to the design of foundational media systems, coordinate creative collaborators, and support a sustainable approach to podcast production, distribution, and promotion. The role emphasizes applied learning, mentorship, and documented portfolio outcomes.

KEY RESPONSIBILITIES

- Podcast strategy and development: Help define the series concept, target audience, editorial themes, episode format, production goals, and launch roadmap.
- Host and guest coordination: Identify potential hosts, co-hosts, and guests; support outreach, onboarding, scheduling, and communication.
- Foundational systems: Develop draft content calendars, episode planning templates, recording checklists, guest intake processes, file organization standards, and standard operating procedures.
- Production coordination: Assist with episode research, outlines, recording logistics, editing handoffs, quality review, publishing preparation, and launch activities.
- Social media and digital promotion: Help plan podcast-related promotional content, short-form clips, graphics, distribution schedules, and platform engagement.
- Brand and team collaboration: Coordinate with Foundation leadership and creative contributors to maintain mission alignment, brand consistency, accessibility, and responsible content practices.
- Progress reporting: Maintain a project tracker, communicate milestones and risks, and document learning outcomes and approved work samples.

CANDIDATE PROFILE

Ideal for a currently enrolled college student interested in communications, journalism, podcasting, digital media, marketing, film, public relations, or a related field. Demonstrated initiative, strong communication, organization, collaboration, creativity, and willingness to learn are valued. Prior professional podcast experience is not required.

EXPECTED LEARNING AND PORTFOLIO DELIVERABLES

- Podcast concept brief and proposed launch plan
- Foundational podcast production workflow and reusable templates

- Sample episode plan, pilot, or approved launch production contribution
- Podcast promotional content plan and selected digital media samples
- Final portfolio summary documenting contributions, skills, and outcomes

SUPERVISION AND INTERNSHIP EXPERIENCE

The intern will receive designated supervision, feedback, and opportunities to develop practical skills in media planning, production, collaboration, and project execution. Project scope, schedule, duration, and learning objectives will be agreed upon before the internship begins. All public-facing content, recruiting decisions, and final organizational commitments remain subject to Foundation approval.

EXPRESSION OF INTEREST AND APPLICATION MATERIALS

Required: Résumé and brief letter of interest.

Optional — Creative Portfolio & Work Samples: Video introduction, podcast or audio sample, digital portfolio, social media campaign, graphic design, writing sample, or other relevant original creative work.

Send to: hr@icanscholar.org | Subject: Media Development Lead Internship – [Your Name]

INTERNSHIP CLASSIFICATION NOTE

This is an unpaid, educational internship opportunity. The Foundation will review the arrangement, supervision, and duties for compliance with applicable wage-and-hour requirements before placement. Academic credit is not guaranteed and may be pursued only with the student's institution where available.