

Links Media Student Internship Program

Internal Dossier (Scope of Work and Protocol)

Internship Period
Summer – July *through* August



Links Media, LLC and all its Divisions and Programs is committed to equal opportunity and fair and equitable treatment of all without regard to race, color, ethnicity, sex, religion, age, sexual orientation, disabling condition, political affiliation, marital status, or prior statutory, constitutionally protected activity.

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LINKS MEDIA STUDENT INTERNSHIP PROGRAM

About Us and the Internship Program

Links Media, LLC is a management consulting company based in the Washington D.C. metropolitan area, specializing in information and communication technologies (ICT) marketing communications. We provide advanced management consultation services to governments and private sector clients in the areas of health, environment, science and technology, biotechnology, governance, human rights, economic prosperity, conflict resolution, education, public engagement, risk and crisis management, and social entrepreneurship.

For its internship program, Links Media looks for students with a broad range of majors, such as business or public administration, social work, economics, information management and technology, journalism, graphic design, public health, and the biological, physical and engineering sciences, as well as those majors more traditionally identified with international development affairs.

Objectives of the Student Internship Program

- To provide a learning experience to college students seeking to enhance their exposure to global health communication and improve ICT marketing communications skills specific to the field of global health
- To encourage students to consider careers in ICT marketing communications
- To provide students with valuable work experience in a private management consulting company

Overview of the Internship

Internships are excellent preparation for future careers in ICT marketing communications and Links Media's focus areas of health, environment, science and technology, biotechnology, governance, human rights, economic prosperity, conflict resolution, education, public engagement, risk and crisis management, and social entrepreneurship.

Intern duties and responsibilities may vary according to their assignment. For instance, interns may write reports, assist with market research, assist with capacity building activities, or organize conferences and meetings. Others may research issues, write news and technical stories, work on producing broadcast and digital products, web pages or help produce electronic journals. Interns with scientific and technical backgrounds might work with issues such as infectious diseases. Interns interested in management may use their expertise working on projects involving budgets, human resources, information systems, or general logistical support.

An internship with Links Media is a rewarding experience and practical step to making it in the real world. Interns will gain exceptional knowledge and work experiences from Links Media's professional team. Through company events, meetings, and brown bag lunches in the Washington, DC metropolitan area, interns will also have an opportunity to network with Links Media's corporate partners.

Links Media's Provisions

- Links Media will instruct, train, mentor and coach students to help them 1) get valuable practical work experience, 2) enhance their technical skills, 3) build their resume content, and 4) get professional references and a letter of support for the interns' future job search.

- Links Media will provide interns with access to 1) our offices, 2) Internet and email, 3) telephone and voice mail, 4) necessary hardware, software, tools and equipment required to complete her/his assignments
 - Interns with a car are eligible for free parking in our office building facilities and free bicycle parking. Links Media's offices are metro accessible (Redline).
 - Links Media can support the student in receiving academic credit for their internship.
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Salary and Benefits

Internships are **UNPAID**.

Eligibility Requirements for the Internship

- United States of America citizenship or valid student visa.
- Interns must be college or university students entering, or in, their junior or senior undergraduate years or graduate students.
- Interns must be in good academic standing in an accredited institution and able to provide proof of standing.

In accordance with the Federal Equal Opportunity Recruitment Program, Links Media encourages women and minority students to apply for these positions.

Type of Internship

Global Health Intern will be based at Links Media offices in Rockville, Maryland, USA.

The Global Health Intern will support the development of information and communication products for programs and projects in the United States, Latin America and the Caribbean, South and Southeast Asia, and sub-Saharan Africa. The intern will gain direct experience with the Amazon Malaria Initiative and other potential projects. The Global Health Intern will develop written materials that describe and promote project objectives to a wide array of target audiences, including international donors, policy makers, the scientific community, the media, and the general public. He/she will conduct research and gather information to create factual and concise communication materials, and will report to the Senior Project Manager of Communication Programs.

Major Duties:

- Conduct research on relevant stakeholders and technical areas (diagnosis and treatment, pharmaceutical supply chain, medicine quality, epidemiological surveillance, vector surveillance and control, communication and networking) for a multi-year, multi-country project for malaria prevention and control
- Research epidemiological, ecological, political, and social determinants of malaria incidence
- Draft supporting documents and materials (e.g. success stories, fact sheets, country profiles, evaluation templates, project synopses, and tips for success in health communication) for health programs and projects
- Use proven public health approaches to provide input on the development of health communication strategies
- Prepare meeting minutes for strategic planning sessions and other meetings
- Ensure that partner materials, such as text, images and graphical layouts produced for external audiences, follow Links Media style guide and include proper citation of sources
- Support communication and dissemination activities, reporting, and knowledge management (KM) efforts as required by the donor
- Attend live speaker events in the Washington, DC metropolitan area related to global health and development issues
- Harness social media platforms (including Facebook, LinkedIn, Twitter, and others) to help drive traffic to and reinforce the use of the project website

Additional Duties

- Proof-read and edit project documents on an ad hoc basis.
 - Other duties as assigned.
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Internship Duration

- Approximately July 1-August 15, 2015. Interns are expected to intern approximately 12-20 hours per week.

Interns get academic credit. Prior written agreement obtained from their academic institution must be secured.

Internship Completion Requirements

Students must meet the following requirements to complete an internship:

- Internship hours must be performed while the student is enrolled in an undergraduate or graduate program, and may be completed between semesters if the student is enrolled in a degree-granting program or will be continuing his or her studies in subsequent semesters. Students must complete the required number of hours in the internship to receive any course credit, as per the school requirement.
 - The internship can only take place at Links Media's Rockville, MD office and interns should dress appropriately for a professional office work environment.
 - Interns will develop an individual work plan with specific tasks, deliverables, and timelines for completion. By the end of the internship period, the Global Health Intern is expected to have learned how to apply sound communication principles to improve the chances of success of a multi-faceted disease control intervention, or another objective identified together with the internship supervisor.
 - Interns are expected to follow instructions from their assigned supervisor and ask for feedback and support to complete their assignments when needed.
 - Interns must attend capacity building activities including training, demonstrations and coaching sessions.
 - Interns must adhere to our professional code of standards and practices to be communicated by our assigned staff upon starting the internship.
 - Interns must complete their assignments on time and produce industry-standard, acceptable quality work as determined by their assigned supervisor.
 - Interns are required to document their progress in the completion of tasks and deliverables.
 - Interns will evaluate their internship experience and accomplishments as part of a general evaluation to be conducted by their assigned supervisor (See Evaluation Form).
 - Interns are not authorized to take any work materials in-progress from the workplace without permission from their supervisor and interns must obtain authorization from their supervisor before taking a copy of their work for their portfolio.
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Housing, Transportation and Parking

- Housing is not provided for internships. Arrangements and associated costs are the responsibility of the interns.
- Free parking is available to our Interns and Links Media's offices are easily accessed via the Redline Metro Station at Rockville town center.
- Reimbursement for use of public transportation to and from the internship is available.

SELECTION PROCESS

Selection Criteria

In addition to meeting the eligibility requirements listed above, Links Media will give preference to Global Health Intern candidates who demonstrate the following attributes:

- Coursework completed in the fields of public health or international development
- Active listening and critical thinking skills
- Strong verbal and visual communication skills
- Proficiency in Microsoft Office suite
- Knowledge of, or experience using, social media platforms such as Facebook, Twitter, LinkedIn, and Instagram for organizational outreach
- Willingness to learn new health communication tools and techniques
- Proficiency in Spanish or Portuguese (desirable)

Apply

To be considered for any of our Internship positions, students should send a cover letter that describes the applicant's objective, interests, and qualifications in seeking an internship with Links Media, a resume not to exceed two pages, single-spaced, and three references including teachers and mentors. Materials should be submitted electronically to Julie N. de Carvalho, Senior Project Manager of Communication Programs, at jdecarvalho@linksmedia.net. Applications for internships will be evaluated based on the application materials submitted. Top candidates will be interviewed, and final selections will be notified through an official internship offer letter.



LINKS MEDIA

CREATING A CULTURE OF LEARNING

Links Media is an equal opportunity employer.

