



## Internship Role Description for Upward Mobility Scholar Applicants

<b>Hosting Organization:</b>	IMPACT Group		
<b>Role Title:</b>	<b>Digital Content Intern</b>	<b>Number of roles available:</b>	<b>1-2</b>
<b>Available to</b> (select any that may apply):	College students (2022/23 school year): Freshman <input type="checkbox"/> Sophomore <input type="checkbox"/> Junior <input checked="" type="checkbox"/> Senior <input checked="" type="checkbox"/>		
<b>Internship Work Address:</b>	Internship is primarily Virtual. Our Office Address is: 12977 N Outer 40 Dr. St. Louis, MO 63141		
<b>Work location &amp; office COVID protocols</b>	All in person <input type="checkbox"/> All virtual <input checked="" type="checkbox"/> Flexible/hybrid <input type="checkbox"/> If not virtual, COVID vaccines required? <input type="checkbox"/> Masks required in the office? <input type="checkbox"/>		
<b>If COVID distance restrictions persist, will internship proceed this summer?</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
<b>Mission of Program:</b>	Upward Mobility provides meaningful opportunities for students in the field of employee mobility while providing a rich pipeline of diverse talent for industry employers.		
<b>Anticipated Start Date:</b>	June or earlier	<b>Anticipated End:</b>	August or later
<b>Number of weeks:</b>	10+	<b>Hours per day:</b>	8
<b>Workday starts at:</b>	Flexible	<b>Workday ends at:</b>	Flexible
<b>Hiring Manager's Name/Title:</b>	Jill Sharlock		
<b>Hiring Manager's Email:</b>	jsharlock@ighr.com		

<b>Host Org's website:</b>	<a href="http://www.impactgrouphr.com">http://www.impactgrouphr.com</a>
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**Internship Summary:**

This position is supporting a new technology transformation at our company. IMPACT Group is a career and leadership development company, and in the employee mobility industry, we help spouses of relocating employees find jobs in the new locations and settle into the new area. We have been using an internal system over the years, and this year, we are transitioning to a best in class Learning Management System (LMS).

This position will be a combination of supporting the UI/UX for the new system and assisting our team as we create new programs, bring content into the new system and define reporting for our internal and external stakeholders.

There is a significant team that is executing this work, and not only will the intern work with your direct manager, but also have the opportunity to collaborate with project managers, users of the system, and executives.

Additionally, you may be required to participate in group project activities with other interns during work hours.

**Essential Responsibilities of the Role:**

- Collaborates with Digital Content & Experience Manager and multiple teams across the organization to integrate appropriate LMS content strategies. Helps build short- and long-term content strategies.
- Works as a part of a project team, understands project details and works cross-functionally with other departments of the organization in order to execute project tasks.
- Works with proprietary eLearning written and video content to ensure it maintains consistency throughout and that it is accurate, complete, in compliance with our stylistic and structural guidelines.
- Contributes to the design of end user worksheets, forms, and documents.
- Assists Digital Content & Experience Manager in building and editing LMS platform content, learning paths and gamification in the CMS.
- Helps with gathering and reporting out analytics as appropriate.
- Special projects as needed.

#### **Knowledge and skills required:**

##### Preferred:

- Strong Writing, editing skills (experience in UX writing a plus)
- Collaborative/Team Player
- Self-starter/Tech-savvy/quick learner or love of learning new things
- Excellent written and verbal communication skills
- Experience/proficiency using Teams, Word, Excel, Adobe, PPT, Camtasia

##### Nice to have:

- Website UX/UI
- eLearning curriculum/content development
- Gamification experience
- Digital Content management
- Experience in video editing (specifically Camtasia)
- Analytics reporting experience a plus

#### **What does success look like for the intern at the end of the summer:**

##### Learning outcomes:

- Improve writing/editing skills
- Build teamwork/collaboration skills
- Build executive presence through exposure to Executive Committee members.
- Learn LMS/eLearning content developer skills: functionality of an online learning platform/LMS and how to build learning paths/content within the system.
- Build content management skills
- Learn project management skills (by participating and observing)

#### **Training Program**

Training is available on becoming proficient in administering the LMS technology. E-learning and informal training on UI/UX will be part of the internship as well.

Career development guidance will be available

**All Upward Mobility Interns will participate in group training for knowledge development in the Global Mobility industry. Training to occur over a series of virtual training sessions across intern program participants.**

Prepared By:

Lauren Herring

Date:

4/6/22