

Instructional Media & Design Intern

General Summary

The Instructional Media & Design Intern will take the lead in producing digital and visual components for the City's internal training program. This includes recording, editing, and packaging video tutorials, creating branded visuals and slide decks, and ensuring materials are accessible and visually engaging. The intern will work closely with other interns and staff to produce polished, user-friendly training modules.

Department: City Manager's Office

Reports To: City Manager or Designated Staff Coordinator

Schedule: Flexible, part-time (32 hours/week during semester)

Location: Mt. Pleasant City Hall – Hybrid work arrangements may be available

Learning Outcomes:

- Build a portfolio of instructional media designed for real-world public sector training.
- Apply media production and design skills in a professional setting.
- Learn about internal communication and employee training needs in municipal government.
- Gain experience working with cross-functional teams and stakeholders.

Essential Job Functions

- Design and produce short instructional videos, including:
 - Onboarding tutorials
 - Software walkthroughs
 - Process demonstrations (e.g., entering timesheets, reporting incidents)
- Develop templates and visual assets, such as:
 - Branded PowerPoint decks
 - Infographics
 - Icons or illustrations to support written content
- Add closed captions, visual cues, and audio narration to ensure ADA accessibility.
- Manage file storage and naming conventions for digital assets.
- Ensure materials align with the City's style guide and departmental standards.

Minimum Requirements

Education: Current undergraduate or graduate student in Multimedia Design, Digital Media, Communications, or a related field.

Knowledge Of: Proficient in video editing software (e.g., Adobe Premiere Pro, Camtasia, iMovie).

Skilled In: Graphic design or presentation tools (e.g., Canva, Adobe Illustrator, PowerPoint).

Ability To: Produce clean, engaging, and professional-quality digital media.

Additional Requirements: Strong organizational skills and attention to visual detail.

Physical and Mental Demands and Work Environment

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee is regularly required to handle, feel, reach, talk, hear, and transport self to meetings; frequently required to sit, stand, move about, and walk; and occasionally climb or balance, stoop, kneel, or crouch. Vision abilities include close, distance, color, and peripheral vision; depth perception; and ability to adjust focus. Must be able to read, write, analyze, reason, supervise, comprehend, evaluate, organize, effectively communicate, and handle the stress associated with the demands of the position. The noise level in the work environment is usually moderate.

Pay Rate

\$16.00 per hour