Discovery Communications Internship Opportunities

Are you ready to gain hands on experience with the leading global, nonfiction media entertainment company?

Discovery Communications is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries representing the brands Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services.

At Discovery Communications interns are exposed to all areas of the business through a solid foundation of learning through training and work experience. Discovery is proud to provide interns with an opportunity to gain an understanding of our mission, values, departments, employees, culture and commitment to quality programming, products and services.

Internship Positions available for Summer 2012 - (June 4th – August 17th)

Silver Spring, Maryland – Discovery Headquarters

Communications
Responsibilities may include: creation of media lists, assist in media monitoring, run daily reports, create and edit press clips, distribute media materials, and research & write for new media initiatives. Opportunity to learn publicity systems, and how to manage special events.

Digital Media
Identify, capture and distribute video clips and still frame assets from a large number of Discovery networks’ programs, in order to merchandise series and episodes on streaming media platforms. Prepare a best practices report, detailing compelling program merchandising approaches adopted by other content providers on services such as Netflix, Amazon and Hulu. Gain exposure to and assist in production of Discovery’s DVD and Download-to-Own businesses. Familiarity with Photoshop, QuickTime, and/or Final Cut Pro preferred. Other Digital Media positions include assisting Interactive Producers with online campaigns, production schedules, confirming specs, media plans, and performing QA process of Banner units. Some roles will focus on the development of new apps and market research.

Photography / Graphic Design
These internships cover topics related to editorial and advertising photo shoots, photo searches, editing, and the management of a virtual library. In graphic design, students will cover the creation of production-ready artwork, the branding of products and packaging, and developing creative concepts.

Production
Exposure to creative development, production and preparation of video content. Some production roles will perform editorial search, footage research, shoot preparation and on-location assistance. Experience with Final Cut Pro, AVID or QuickTime Pro preferred.

Programming / Scheduling
Looking for students interested in research and rating tracking. Task may include database maintenance, competitive tracking and analysis and cable scheduling for TLC and the Discovery Channel.
IT / Engineering
Internships include research and creation of SharePoint intranet, outlining & wire framing components of collaborative sites, and inventory management. Other IT roles may include exposure to telecommunication practices related to an enterprise environment and audio visual components and IT help desk experience. Some Engineering roles will require the assistance with technical support, postproduction editing, troubleshooting, infrastructure & inventory maintenance, project implementation & support.

Human Resources
There are several openings in the HR department: Full cycle recruiting for full time and temporary employees, general human resource management that covers salary administration, employee surveying, and employee management. In addition, positions provide exposure to employee resource groups and diversity initiatives, as well as compensation research.

Accounting / Finance
Accounting internships provide learning opportunities in Ledger closing & reporting, SOX compliance, internal audit testing & documentation, and SEC filing. Some positions may include exposure to external financial reporting and internal control reporting, data clean-up, Paisley (Internal Control Database system), documentation & testing, and development of new SOX narratives. Lastly, tax accounting opportunities will provide interns with general tax experience and increase their knowledge of returns, apportionment, organizational charts, tax calendars, foreign tax certificates, and transfer pricing projects.

Curriculum (Education)
Working with the Discovery Education Curriculum team, apply content expertise in the development of curricular resources. Participate in content and curriculum development to maintain and enhance Discovery Education products and services and assist in the development of instructional resources to support those products and services. Includes content analysis, strategic analysis, and communication management. Familiarity with Common Core standards preferred.

Marketing
Responsibilities will include: communication of core messaging from Corporate or our Networks to internal and external partners, by creating and executing strategies that communicate key initiatives across multiple platforms. This position includes writing collateral material, developing marketing material, working with the social media team to refine key messaging, and organizing digital marketing assets in the knowledge management system. Responsibilities may include project management and implementation support (data and inventory management, event planning, communication with vendors, reviewing and administrative support, as needed.

Social Media
Monitor activity and assist in developing initiatives that build a focused strategy in the social media space. Create and execute plans that communicate key initiatives and messages across multiple platforms. The internship includes a focus on building audience affinity and tracking social media initiatives to build a set of best practices. Students may learn digital press outreach & social media coverage support, how to draft pitches, blog posts, & social media updates, how to perform press research, press coverage & social media chatter tracking.

Professional Development (Education)
The professional development team customizes solutions to ensure that teachers are prepared to succeed in 21st century learning environments. Create and review materials used to develop teachers’ skills and techniques, including course documents and curriculum materials. Assist the implementation team, as needed.
Product Development (Education)
Currently, more than 200,000 students across the country use Discovery Education Science K-8 Techbook. In order to support new product development and launches, this intern will support the creation of Discovery Education Techbooks for Science 9-12 and Social Studies Middle School, working with product development, content, UX, and IT teams.

Analysis & Research / Standards & Practices
Assist in the development of customized corporate programs designed to provide powerful outreach. Conduct research into specific companies and organizations, assess current trends and update existing competitive analysis documents. Internship may include some data entry and archival organization. On the network side, conduct programming & commercial content review and gain exposure to the legal aspects of marketing.

Account Services (Education)
Reconcile and research school and order data through existing systems and internet research. Main initiative will be to reconcile existing provisional systems and the CRM to ensure compliance to executed contracts. Must be independent worker with an affinity for and interest in operations, data, and business information.

Legal
JD in progress required. Position offers exposure to corporate contracts, programming agreements, and legal research in relation to the Media industry.

Los Angeles, California – Satellite Office

Production
Internships in this field provide exposure to creative development, production and preparation of video content. Some production roles will be exposed to the creation of non-fiction television start to finish: Pre, production & post. Interns may be asked to coordinate & support, watch cuts, provide feedback, and perform encoding. Experience with Final Cut Pro, AVID or QuickTime Pro preferred.

Development
Interns will be asked to attend pitch meetings, and assist with internal development & production meetings. Students will gain exposure to development pipeline reporting, tape dubbing and related research.

Communications
Responsibilities may include: create media lists, assist in media monitoring, run daily reports, create and edit press clips, distribute media materials, and research & write for new media initiatives. Opportunity to learn publicity systems, and how to manage special events.

Talent Casting
Position includes assisting with finding talent for TLC and other networks, research interesting people, and it provides the opportunity to learn to edit videos.

Ad Sales / Domestic Distribution
Opportunity is perfectly aligned for a Business or Marketing student interested in learning about ratings analysis, Nielson rating, MRI, Lake 5, Ad-Views, how to create client presentations, execute inventory management & analysis, develop a marketing plan. Some roles provide exposure to sales, marketing, contracts/compliance, new media, legal, finance, client meetings, telemarketing, small systems sales, territory management, databases, technology of signal delivery, customer compliance, market research, event planning, merchandising, marketing plan execution, and brand building.
Chicago, Illinois – Satellite Office

Social Media: Strategy & Communication
Working with the Discovery Educator Network, a community for educators who subscribe to Discovery Education, monitor and evaluate social outreach and make program recommendations based on analysis. Facilitate communication with teacher community and develop programs to keep them active and engaged. Opportunity to coordinate and host summer school webinar series.

Urban Partnerships: Implementation
Work with the Urban Partnerships team to customize solutions in large, urban school districts. Intern will work with the implementation manager to ensure that large partnerships are properly supported with professional development and model implementation plans. Position includes usage reporting and research and analysis on a per district basis.

Education Partnerships: Information
Project management position will gain experience using CMS system (Sales Logix), KMS, shared drives, and other internal tools to organize and manage business information, including key contacts, conferences/professional organizations, and internal processes. Internship offers the opportunity to develop management system to meet the needs of sales team.

Ad Sales / Account Management
Opportunity is perfectly aligned for a Business or Marketing student interested in learning about ratings analysis, Nielson rating, MRI, Lake 5, Ad-Views, how to create client presentations, execute inventory management & analysis, develop a marketing plan. Some roles provide exposure to the ad industry, how to use data, digital advertising, web metrics, monitor performance indicators for sales campaigns, and how to report on digital trends.

IT Development
The Development intern will collaborate with the Business Systems department to enhance the current systems by assisting with system testing, debugging, programming, and Agile development.

Charlotte, North Carolina – Satellite Office

Techbook: Instructional Implementation
Assist in the development of solution-oriented, client services by evaluating Discovery Education Techbook-related resources, evaluating school partner needs, and investigating opportunities for Discovery Education to further support its educational partners as they implement our digital textbook solution.

Corporate Education Partnerships
Assist in the development of customized programs designed to provide powerful outreach to schools. Conduct research into specific companies and organizations, assess current trends in education and update existing competitive analysis documents. May include some data entry and archival organization.
Atlanta, Georgia – Satellite Office

Digital Media
Identify, capture and distribute video clips and still frame assets from a large number of Discovery networks’ programs, in order to merchandise series and episodes on streaming media platforms. Familiarity with Photoshop, QuickTime, and/or Final Cut Pro preferred. Other Digital Media positions include assisting Interactive Producers with online campaigns, production schedules, confirming specs, media plans, and performing QA process of Banner units. Some roles will focus on the development of new apps and market research.

Nashville, Tennessee – Satellite Office

Assessment: Psychometric Research
This internship gives a quantitative psychology master’s student the ability to apply psychometric techniques in a real world setting. Assist the psychometric and research team in conducting research and writing technical documents. Use analytical and statistical skills to analyze data on interim assessments. Assist the data team in quality assurance measures.

Detroit, Michigan – Satellite Office

Ad Sales
Opportunity is perfectly aligned for a Business or Marketing student interested in learning about ratings analysis, Nielson rating, MRI, Lake 5, Ad-Views, how to create client presentations, execute inventory management & analysis, develop a marketing plan. Some roles provide exposure to the ad industry, how to use data, digital advertising, web metrics, monitor performance indicators for sales campaigns, and how to report on digital trends.

In order to be considered for the above internships the following requirements apply:

- Must be pursuing a degree and receive college credit as the internship is UNPAID
- Must be an undergraduate Junior, Senior or a graduate student
- Must be able to commit to at least 15 hours per week
- Must have at least a 3.0 GPA