



Graduate Internship Posting Host

Organization: HeadCase

Project Title: Digital Content & Communications Strategist

Location: Remote with in-person meetings in St. John's, NL

Type: Internship (Part-time)

Duration: 12 weeks

Hours/Week: Up to 24 hours per week

Start Date: Winter 2026 or ASAP

Compensation: \$25.94 per hour

Of Positions: 1

About HeadCase

HeadCase is a grassroots mental health initiative based in St. John's, Newfoundland and Labrador. We create honest, stigma-free spaces where people can talk about what it's like to struggle, before things reach a point of crisis. We host sold-out events and have a successful history of peer-led programming. As we prepare for a major scaling phase, we are actively exploring earned revenue models to secure long-term financial independence.

About the Role

This is a pivotal strategic role designed to build the lasting digital and communications infrastructure HeadCase needs to scale its influence nationally. We are moving past grassroots success toward a polished, professional presence that can attract major partners and maximize audience engagement.

The Strategist will help design the systems, workflows, and digital architecture that shape HeadCase's public-facing identity. You won't simply create content—you will develop the processes, standards, and digital assets (website, content engine, sponsorship materials) that make our mission scalable and sustainable long after your internship ends.

Supervision & Learning Environment

You will receive direct mentorship from the co-founders and ongoing guidance from HeadCase's Marketing & Communications Lead. We work in a psychologically safe, collaborative

environment where you can ask questions openly, test ideas, and co-create solutions. You will have autonomy in your work paired with consistent support from a team that values clarity, curiosity, and thoughtful execution.

What You'll Do (Core Deliverables)

Work closely with the co-founders and the Marketing/Communications Lead to design and launch three high-impact, sustainable systems:

1. Brand & Digital Infrastructure Finalization

Help finalize and professionalize our core digital presence. This includes completing remaining website elements, assessing and organizing visual/digital standards (brand voice, color codes, photography guidelines), and documenting all standards for seamless team handover.

2. Scalable Content Engine Development

Design and implement a production workflow for a digital platform (e.g., a podcast, Substack, or similar). You will develop the strategy, operational pipeline, templates, and editing guidelines; execute the first season or campaign; and produce documentation to ensure long-term maintainability.

3. External Engagement & Partnership Asset Creation

Develop the data-informed assets necessary for corporate and institutional engagement. This includes creating a polished impact deck and sponsorship package that clearly communicates HeadCase's value and future potential.

Required Skills & Background

Strong written communication skills paired with the ability to think analytically and systemically. Experience or comfort with AI-enabled workflows, basic design principles, web editing, and/or content production tools. Proven ability to work independently, manage multi-step projects, and collaborate with multiple stakeholders.

This role is an excellent fit for STEM students who are interested in applying their technical, analytical, or systems-thinking skills to digital strategy, user experience, communications infrastructure, or mission-driven innovation.

Eligible Graduate Programs Include (per Graduate Internship Program):

Sciences & Computing

- Applied Statistics (MAS)
- Computer Science (MSc)

- Data Science (MDSc)
- Mathematics and Statistics (MSc)
- Scientific Computing (MSc)

Engineering & Applied Science

- Communications Engineering (Graduate Diploma)
- Computer Engineering (MASc)
- Software Engineering (MAScSE)

Interdisciplinary STEM Programs

- Artificial Intelligence (MAI)

Medicine & Health Sciences

- Applied Health Services Research
- Community Health and Humanities (Graduate Diploma & MSc Med)
- Public Health (MPH)

Bonus Points:

Experience with digital platforms, UX thinking, content or data workflows, design tools, analytics, sponsorship materials, or working within a social impact context.

How to Apply:

Interested candidates are invited to submit a resume and a short statement of interest (1–2 paragraphs) by 11:59 p.m. on Monday, December 15, 2025. All application materials should be submitted through the [link](#) provided below. Only those selected for an interview will be contacted.