

## How to Write an Effective Internship Description

### Preparation:

Before drafting a job description, things to consider:

- What projects are needed for your team?
- What is the final desired outcome on the intern's final day?
  - Does the intern accept a position with the organization?
  - How are the finished projects utilized with the team?
- Who will be the immediate supervisor of the intern?
- Who will be their designated mentor?
- How will you be measuring success & providing feedback?
- How will you be supporting the intern with professional development?
- What will onboarding look like for the intern? Orientation? Offboarding?

### Information needed for the application:

- How many hours will the intern be working per week, and for how many weeks?
- Estimated start & end date
- At home, in office, or hybrid
- Compensation
- Work authorization: is it open to candidates with Curricular Practical Training (CPT)?
- GPA or Major(s) preference/requirement
- Application deadline

### Template:

*As an employer, your job description should be viewed as a marketing tool used to attract top candidates. A good job description leaves a candidate feeling enthusiastic and energized by the opportunity, and also helps them to understand what is expected of them in the internship.*

#### Job/Intern Title

- List the intern title and ensure it relates to the type of work being performed
- Include language that increases interest

#### Organization/Position Overview

- Depict the organization environment & provide an overview of the position
- Briefly outline your company's mission and purpose

#### Intern Responsibilities

- Describe day to day tasks
- List specific projects

#### Learning Objectives

- List 2-3 learning objectives achieved from the intern's daily responsibilities and projects

### Internship Benefits

- Describe the mentoring and training involved (networking, professional development, etc.)

### Internship Qualifications

- Degree or field of study
- Years of experience (if you do not require experience, please indicate)
- Technical skills or software knowledge

### Application Procedure

- How will the student apply?
- What materials are you requesting of the student (resume, cover letter, etc.)
- Application deadline (provide reasonable submission deadline – at least one month after posting date)

## Sample

Position Title:

Marketing Intern

Company/Position Overview:

The Career Center offers essential services to help undergraduates, graduate students, and alumni with formulating and implementing career plans. Our mission is to design a career ecosystem that provides support and empowers students and alumni to connect academic experiences and experiential learning opportunities to desirable career journeys and life paths.

The Career Center is looking for a qualified intern to join our marketing/advertising team. Our marketing department produces quality work for major companies in the area and seeks an intern who can participate in various stages of print and online marketing campaigns. This intern should be prepared to work in a fast-paced team environment and will finish the internship having gained broad experience in various aspects of marketing.

Responsibilities:

- Assist in the creation of signage, circulars, mock ups, e-mail campaigns, on line promotion, etc.
- Assist in the distribution or delivery of marketing and materials
- Assist with fulfillment of marketing offers
- Assist with the preparation and delivery of training materials
- Perform analysis of marketing and sales data
- Seek and analyze competitor marketing and sales materials both on and offline
- Prepare presentations
- Enter contact information into contact management systems

- Provide support to social media efforts

#### Learning Objectives:

Throughout the duration of the internship, the intern will learn how to:

- Identify and define the common business terminology used at the worksite
- Apply marketing concepts to problems and issues within the industry
- Understand the management of the marketing process and create value for the organization and stakeholders
- Produce high quality documents utilizing Word, Excel, PowerPoint and Adobe Creative Suite
- Demonstrate multi-channel communication skills including oral, written, audio/visual and digital
- Develop and maintain an advertising budget and determine the goals of an advertising effort

#### Intern Benefits:

- Meet with senior leadership and additional key members of the organization to expand professional network and learn insights into the job/company
- Attend bi-weekly lunch n' learns
- Meet regularly with mentor & supervisor to support career development

#### Requirements:

- Minimum High School Graduate or GED (must be a current undergraduate student)
- Preferred majors: Marketing, Business Administration, English, Communications
- Excellent verbal and written communication skills
- Knowledge of web and social media
- Preferred experience with PowerPoint, Word and Excel
- Preferred experience in marketing, outreach, publicizing and promoting events and services

#### How to Apply:

- Complete online application via Handshake