

HOW TO SEARCH STRATEGICALLY & DECODE INTERNSHIP POSTINGS

Search Strategically: Use Your Toolkit

By utilizing broad search sites, specialized sites, and researching individual companies, you will increase the number and variety of positions. Networking should always be part of your search, now matter how you're finding positions.

LARGE JOB SITES	SPECIALIZED SITES	INDIVIDUAL COMPANIES
<ul style="list-style-type: none">▶ Handshake▶ CareerShift▶ Indeed▶ Zip Recruiter▶ LinkedIn▶ WayUp▶ Google!	<ul style="list-style-type: none">▶ Teamwork Online▶ Idealist▶ Greenjobs.com▶ MediaBistro▶ Professional Organizations<ul style="list-style-type: none">▷ American Marketing Association▷ Association of Public Policy Analysis	<ul style="list-style-type: none">▶ Identify companies of interest▶ Navigate to company career page▶ LinkedIn▶ Clutch▶ Google!

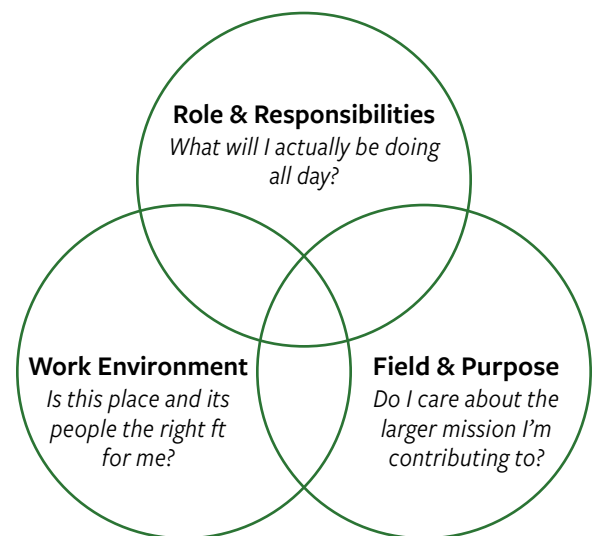


Search Strategically: Know Your Priorities

Know yourself and what is important to you

- ▶ Could you work a boring (to you) internship if you like the organization?
- ▶ Do you need to believe in what the company does?
- ▶ Do you need somewhere you could see yourself moving up?
- ▶ Do you need to feel connected to your team?

By being flexible in one or two of the three areas, the target internships (middle section) will get larger for you.



Decoding the Internship Description: Example

DUTIES: COMMUNICATIONS INTERN

- ▶ Develop comprehensive understanding of our clients including their business, products and services, competitors, influencers and markets
- ▶ Execute communications and public relations strategies through media outreach
- ▶ Draft communication materials (press releases, pitches, blog posts, newsletters etc.)
- ▶ Manage social media channels for multiple clients
- ▶ Conduct miscellaneous research for all clients as needed

What underlying skills fit these duties? List below:

- ▶
- ▶
- ▶
- ▶

JOB QUALIFICATIONS: COMMUNICATION INTERN

- ▶ Pursuing a bachelor's degree in Communications, Marketing, PR, or related field
- ▶ Strong academic standing (GPA of 3.0 or higher preferred)
- ▶ Experience with social media platforms
- ▶ Strong team leadership and interpersonal skills – as you will interact with many different parts of the organization
- ▶ Ability to take care of multiple deliverables, with strong attention to detail under tight deadlines
- ▶ Proven oral and written communication skills; including experience in effectively communicating with classmates and coworkers

What are some key experiences you've had that demonstrate the skills the employer is requesting?

- ▶
- ▶
- ▶