

Writing an Effective Internship Description

Writing a concise, detailed posting can increase student interest and connect you with applicants that best fit your program.

An effective internship description should include:

- **Organization Profile/Position Overview**
 - Depict the environment & illustrate the position
 - Provide location
- **Intern Responsibilities & Learning Objectives**
 - Day to day tasks
 - Specific responsibilities (no more than 25% clerical)
 - List 2-3 learning objectives
- **Internship Benefits**
 - Describe the mentoring and training involved (networking, professional development, etc)
 - Compensation (hourly rate, stipend, commission)
 - Total length of internship, desired hours, etc.
- **Intern Requirements**
 - Degree or field of study
 - Years of experience (if you do not require experience, say so)
- **Application Procedure**
 - How to apply, contact information if needed.
 - Provide reasonable submission deadline (at least one month after posting date)

Sample – Social Media Intern

The UTSA University Career Center is looking for an innovative and creative individual to grow and expand the reach of the Career Center on campus and in the community through the engaging use of social media platforms. The University Career Center assists students and alumni in career exploration, professional development, and career readiness to successfully pursue and achieve lifelong career goals.

Responsibilities:

Under the direction and supervision of the Marketing Associate, the Social Media intern will:

- Assist with outreach, marketing and promotional graphic design for the Career Center
- Produce and/or edit targeted marketing materials, reports, and publications
- Take photos of Career Center Events and maintain department photography files & folders
- Assist in planning, coordinating and facilitating Marketing Events/Tables
- Create and edit video footage to be used on website, YouTube and Career Center Blogs
- Assist in updating the Career Center Blog as well as seek out career stories from students and Alumni
- Assist Counselors with writing and editing of college specific newsletters
- Participate in Student Focus Groups

Benefits to the Intern:

- Exposure to professional development and training opportunities
- Regular feedback and communication from experienced Marketing Associate (evaluations will be conducted midway and upon completion)
- Participation in office committees such as Marketing, Social Media and Publications
- Compensation at designated hourly rate

Learning Objectives:

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

- Create publicity campaigns for career activities and events to students using social media, visual advertising and other forms of promotional materials
- Collect data regarding outreach efforts from various sources and analyze for accuracy, completeness, and relevance
- Assist in preparing statistical and confidential reports, charts and graphs to assess effectiveness of marketing efforts to include social media

Requirements:

- Minimum High School Graduate or GED (must be a current UTSA student)
- Preferred majors: Marketing, Business Management, English, or Communications
- Must have experience writing and editing of printed and/or digital materials
- P/C literate with knowledge of word processing, database software, MS Word, Excel, and Power Point
- Preferred knowledge of MS Access, Outlook, Publisher and Social Media such as Facebook, Twitter, Blogger, LinkedIn, Adobe InDesign, Adobe Premier Pro, etc.
- Preferred experience in marketing, outreach, publicizing and promoting events and services

How to Apply:

Complete online application via Handshake