

## CRAFTING AN INTERNSHIP DESCRIPTION: THE BASICS

Students are excited to work hard and create results, but also want an internship that will aid their long-term professional development. Describe your organization and internship position with as much detail as possible. It will help a student decide if he or she can picture themselves within your organization, industry and internship position. Don't forget to include interesting facts on company culture; these are often the most attractive to students. Concise, detailed postings will lead to interested, qualified applicants.

### Responsibilities & Position Description

- Describe day-to-day duties and tasks.
- List specific responsibilities, keep in mind that internships should entail no more than 25% clerical work.

### Qualifications

- Degree or field of study - If you are open to receiving applications from all majors, mention this in the job description.
- Years of experience - Some students shy away from applying to internships that require experience because they aren't sure if their experience applies. Many internships do not require previous experience; if this is true for your organization, state it.
- Skills and abilities necessary for the role.
- Level of technical knowledge needed.

### Learning Objectives

- Well-developed learning objectives are an integral part of providing a positive internship experience and demonstrate a well-organized and robust program. Consider addressing the following questions in your internship position description.
- What are 2-3 projects in which the student will participate?
  - What are 3-4 (hard and/or soft) skills the student will learn through this experience?
  - How will the intern be supervised and mentored during the experience?
  - Will the intern participate in company meetings, networking events or professional conferences?

### Timeframe and Compensation

Specific internship timeline information, such as total length of the internship and desired hours, should be stated here. If the position is unpaid, it is important to list a specific date at the end of the 10 week internship experience in which the manager can evaluate the intern's performance.

## SAMPLE INTERNSHIP POSTING

# MARKETING COMMUNICATIONS INTERNSHIP

Company X is currently seeking enthusiastic and resourceful interns to work in their Marketing Communications Department. (Provide brief description here of your organization)

Working as an intern in the Marketing Communications Department, you will be exposed to a variety of fields including advertising, copywriting, graphic design, direct marketing, print production and public relations. In addition to gaining valuable, hands-on experience in a fast-paced, exciting environment, you will also have the opportunity to request working on projects in your particular area of interest.

### Responsibilities include:

- Assist account executives with project management including copywriting and editing of direct mail pieces.
- Assist with publicizing and advertising conferences.
- Traffic projects throughout various departments for approval.
- Coordinate the routing and distribution of direct mail pieces.
- Attend and participate in industry creative development meetings.
- Assist in arranging distribution, reproduction and archiving of photographic materials for various industries.

### Qualifications/Criteria:

Sophomore or Junior student status.  
Experience with Microsoft Excel is preferred.

### Timeframe for internship position:

Minimum 6 months commitment

### Compensation: \$12 hourly wage

### Learning Objectives:

You will have learned the following upon completion of internship

- How to create marketing materials with Adobe Illustrator and Photoshop.
- Best practices for event planning and the opportunity to lead promotions for an event.
- Learn about career options in both the Public Relations Dept. and Interactive Design Dept.

### Internship posting tip:

Many students are intimidated by postings that list multiple software programs with no indication of the level of knowledge needed for the job. If you are seeking a specific technical proficiency consider distinguishing between required knowledge versus what skills would be a "bonus".

### BEST PRACTICE EXAMPLE: Indicate Specific Technical Qualifications for Internship:

- Proficiency in Microsoft Word, Excel and PowerPoint.
- Functional knowledge of Adobe Photoshop (familiar with utilizing filters and creating graphics for websites).
- While it is not required, if you have any experience with Javascript or web development, we see this as a bonus!