



## What Can a Good Internship Job Description Do for You?

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. An excellent job description will yield qualified candidates, and will cut down on the time you as an organization will spend sifting through resumes that do not fit your needs.

Passion and excitement for an opportunity is the motivating factor that pushes top candidates to send off those resumes. You want to attract candidates who read the description and immediately think to themselves "They are talking about me!" Keep in mind what college students are looking for in an internship. More often than not, they are anxious to try out newly acquired skills and are looking for practical professional experiences. The opportunities students covet the most are the opportunities that speak to this need, and a well-written job description can energize the best young professionals into action. A detailed job description also ensures that you will hire a student who is aware of the expectations his or her position entails. Providing students with a clear picture of what the experience will truly be like will increase your chances of hiring that perfect match.

### COMPONENTS OF A GOOD INTERNSHIP JOB DESCRIPTION

- ✔ Job Title: Use a **descriptive title** naming the type of internship you are offering: "Marketing and Social Media Intern", "Accounts Payable Intern", etc.
- ✔ Job Description: Briefly outline your company's mission and purpose with enthusiasm. In a separate paragraph, summarize any major projects or duties the intern will be responsible for fulfilling. Following should be a description of what the intern can expect to learn and finally, what you consider to be the ideal candidate. Keep in mind that many of the students applying for internships will lack extensive professional experience. However, it is appropriate to ask for specific qualities your company or organization holds in high esteem (organization, communication skills, etc). And don't forget to include **compensation**: hourly rate, stipend, paid credits, etc.

### JOB DESCRIPTION DON'TS

- ✔ Don't present the opportunity as mundane or boring
- ✔ Don't neglect to offer a summary of your organization or company- students will pass you by if they don't know what you are about
- ✔ Don't embellish the job description. If clerical work (answering phones, filing, cold-calling) is involved, let the student know how often such tasks will be required – keeping in mind that clerical work should comprise no more than 20% of the internship duties.
- ✔ Don't use industry or company-specific language or jargon in the job description. A qualified student may feel discouraged if they are not familiar with the terms
- ✔ Don't neglect liberal arts majors who may possess just the skills and talents you are looking for (English majors are excellent writers, History majors can contribute outstanding research skills, Philosophy majors are wonderful critical thinkers, etc.)
- ✔ Don't exclude community college students before looking at credentials, skills and experience. They may offer exactly what you are looking for!

### JOB DESCRIPTION DO'S

- ✔ Do use energetic language to describe the opportunity (example: "This is a great opportunity for anyone planning to begin a career in the music industry!")
- ✔ Do describe your ideal candidate using plenty of adjectives
- ✔ Do focus on what kind of learning experience you can provide for the student
- ✔ Do consider a *variety* of majors that may possess the skills you are looking for, especially in the liberal arts
- ✔ Begin with a captivating question to the reader (ex: "Are you eager to begin a career in the broadcasting industry but can't get started because you don't have experience?")

### USEFUL PHRASES TO INCORPORATE INTO YOUR INTERNSHIP JOB DESCRIPTIONS

- ✔ "This is an exciting opportunity for anyone interested in pursuing a career in \_\_\_\_\_"
- ✔ "You will be offered the opportunity to work on exciting projects like \_\_\_\_\_"
- ✔ "The ideal candidate will possess the following skills..."
- ✔ "Intern will gain hand-on experience working in the field of \_\_\_\_\_"
- ✔ "Intern will be collaborating closely with Director/CEO/Project Assistant/," etc.
- ✔ "We are looking for assertive, energetic and creative people to join our team"
- ✔ "An internship with us can show you the 'ins-and-outs' of this industry"
- ✔ "All assignments add value both to our company and to your development as a professional in the field"
- ✔ "\_\_\_\_\_ majors will find this a valuable experience"

## **SAMPLE INTERNSHIP JOB DESCRIPTIONS**

### ***Sample #1 Account Executive Internship***

We are a creative marketing agency whose Mission is to provide companies with the creative tool set necessary to effectively market their business. From designing logos, to placing advertising buys Clear Choice Creative prides itself on developing customizable creative marketing solutions to fit each client's unique needs.

The account executive intern will be responsible for making sales calls, running appointments, and cultivating client relationships in a high energy work environment with creative professionals. The intern in this position needs to be able to work with many different kinds of people and be able to adapt to a lot of different situations.

#### **INTERN WILL LEARN AND BE EXPOSED TO:**

- Real world knowledge of working with clients and managing accounts
- Hands on strategizing and planning
- Participation in regular staff meetings

#### **RESPONSIBILITIES:**

- Research different industries
- Assist in brainstorming and idea planning
- Participate in client meetings
- Social Networking

#### **QUALIFICATIONS:**

- Junior and senior marketing, advertising/PR, communications, telecommunications, advertising art, web design major
- Must be motivated, organized, and possess good communication skills

#### **SCHEDULE and COMPENSATION:**

- 20 hours per week around intern's schedule during the academic year; up to 40 hours per week during the summer
- \$12 per hour plus free parking

### ***Sample #2 IT Advisory Intern***

Do you have an interest in or a passion for solving complex business problems? Our Advisory Services Practice focuses on fundamental business issues — managing risk, increasing revenues, controlling costs — that organizations, across various industries, should address in order to help them flourish. We help companies to identify and manage risks inherent in business processes and technology systems that support business objectives, and provide them with the information needed to help them meet their strategic and financial goals. Services are specialized to help clients mitigate risks across an overall risk spectrum.

In addition to IT Advisory duties, you may have the opportunity to work in other services like Financial Risk Management, Forensic, or Internal Audit, Risk & Compliance as needed.

#### **Responsibilities Will Include:**

- High quality professional day-to-day execution of engagements and special projects
- Perform analytical reviews and conduct research on a variety of clients across multiple industries
- Quantitative and qualitative analysis

#### **Qualifications:**

- Strong analytical and quantitative abilities with excellent written and verbal communications
- Strong proficiency in Microsoft Word, Excel and PowerPoint, with a general understanding of data analysis techniques
- Ability to participate within a multi-disciplinary team as well as acting autonomously as appropriate
- Pursuing a Bachelor's or Master's degree in Accounting, Finance and/or Information Systems from an accredited college/university

#### **Our internships offer you the opportunity to:**

- Explore Career Opportunities - by working in the field you have chosen, you can receive an inside look at your potential career path
- Network - meet a variety of people in your chosen profession through your internship, allowing you to form relationships you can build on in the future
- Find Mentors - certain individuals can help guide you through your internship and expose you to opportunities to which you can aspire

#### **Additional Information:**

- You will participate in training during the first week of your internship. This training program will expose you to our culture and provide you with a knowledge base to draw upon throughout the remainder of your internship and beyond
- Compensation – Interns receive a competitive salary of \$10 to \$14 per hour (based on skill level)
- Rewards – Interns who successfully complete the program may be considered for full-time employment after graduation

