Writing an Internship Description

Employers are competing to gain a student’s interest and stand out among the rest. When writing your posting, treat the description as an opportunity to showcase the internship. *(See end of document for sample posting descriptions).*

Questions to consider **BEFORE** writing the position description:

- Why will students want to apply for your opportunity over others in the industry?
- Does your opportunity illustrate how it will be a unique experience?
- Do you fully define the benefits and incentives your organization can provide?

Writing an internship description is essential to recruiting the right kind of intern. Write the description in clear, everyday language that will help the student understand the position and your organization culture. If the opportunity offers a broad exposure to many elements in your organization, be sure to state that in the description. Students appreciate knowing the expectations upfront.

**Essential components of an effective internship description**

- Explain the organization’s goals and mission
- Outline the intern’s responsibilities and potential tasks/projects
  - Describe skills that will be developed during the internship
- Illustrate the necessary qualifications
  - Skills (computer, analytical, design, communications, etc.)
  - Education level (year, GPA, etc.)
  - Majors
- Clarify the duration of the internship
  - Hours required per week
  - Flexibility with schedule or specific hours
  - Type: summer, semester, etc.
- Note if it’s paid or unpaid
- Specify how to apply - provide contact information

**SAMPLE: MARKETING INTERNSHIP DESCRIPTION**

STUDENT INTERN-MARKETING DEPARTMENT

**Internship Description: NAME OF COMPANY** has more than a century of experience as a personal lines insurance carrier. Consistently ranked highest in customer satisfaction by its policyholders.

The selected candidate will be responsible for assisting and supporting the Marketing Department with a variety of social media and marketing initiatives.

**Job Functions and Responsibilities:**

**Social Media focus includes:**
Assist with social media engagement by helping manage Amica’s social channels.
Drafting and editing copy for social channels.
Monitoring social media web analytics on a weekly basis (e.g. page views, twitter followers), and provide reports of growth and other activity.

**Marketing/advertising focus includes:**
Engaging with marketing teams on a regular basis to brainstorm ideas for new and innovative marketing and social media campaigns.
Assist with gathering data for marketing reports and supporting a variety of marketing and advertising programs.

**General responsibilities include, but are not limited to:**
Researching industry-specific sites (blogs, forums, etc) for product reviews, customer comments, and other relevant marketing information.
Maintaining marketing program files.

**Job Requirements:** Must have excellent written and verbal communication skills.
Knowledge and experience with Facebook, Twitter, YouTube and other social media platforms.
Strong attention to detail and organizational skills.
Property and casualty insurance knowledge a plus.