



Developing an Effective Internship Description

Students are NOT placed in internship positions to primarily fulfill administrative and/or general office duties within the company (although a portion of their responsibility may include these duties). All approved internships must be PROJECT BASED.

Organization overview: Provide the potential applicant with a brief overview of your organization, along with links to your company web site, blog, social media accounts, etc. Remember, internship postings are a form of advertising; students are searching for the right fit.

Internship title: Be specific: "Social Media Marketing Intern," "Event Planning Intern," "Accounting Intern," etc. A detailed title will help the students determine if he or she wants to explore your opportunity further.

Degree track: Are you looking for a student currently working toward his/her associates or bachelor's degree? Do you require your intern to be at least a junior? Most students perform internships beginning the summer between their sophomore and junior years of college, but pursuing these types of opportunities earlier is becoming more common.

Timeframe: When would you like the internship to begin and end? Typical internship timeframes follow the same schedule as academic semesters: early September to early December for fall; late January to late April for Spring; and mid-May to early August for Summer.

Weekly internship hours: Based upon the company's needs and the intern's availability, the internship duration can be one semester or two. Depending on the student's academic program, he or she may have a minimum number of internship hours that must be completed for academic credit per semester. It is recommended that you state preferred internship hours in your position description (indicating any flexibility), but ask applicants about their availability during the interview process.

Required and preferred skills: Students performing internships learn in a hands-on environment. While much will be taught during the internship, some skills are required prior to hiring the student. Should the student be familiar with PowerPoint, excel at public speaking or be creative? You should indicate which skills are required before the internship and which will be learned on the job.

Responsibilities: This should be the most detailed portion of your position description. The intern's responsibilities are the projects the student will perform and be expected to complete during the internship. It is recommended that these are listed from most to least important. While administrative duties may be included in this section, it is important to identify **project work** that is both helpful to you as an employer and educational for the intern, allowing for a meaningful, hands-on experience during the internship. This will be a preliminary list of responsibilities, as they may be modified depending on the skills and interests of the student you hire.

Other Details: Is travel involved? Is a personal vehicle required? When is the application deadline? When do you plan to conduct interviews? Will you work with the student for academic credit? Should the student submit a writing sample or portfolio? Specific details can be discussed and negotiated during the interview and internship offer but providing information up front allows the applicant to learn as much as possible about the opportunity prior to applying. For those students enrolled in an internship course, the supervisor can be contacted by the faculty or internship coordinator to track the student's progress.