

Internship Descriptions: a Guide for Employers

This tip sheet is intended to help our ventures as they navigate the process of hiring interns. These suggestions should help you write an internship description that will be clear, provoke interest, and be filled quickly.

Know what your intern will be doing.

- ❖ Have a good idea of what your intern will be doing before you submit the request. If you need help in four areas but can only take on two interns, prioritize. Some flexibility is good, but the intern will expect you to know approximately what they are supposed to do.
- ❖ If you need help narrowing down an internship description, talk to us before you submit the request. We can help refine it and suggest what might appeal to potential candidates.
- ❖ Know whether your internship will be paid or unpaid. This changes how the job is advertised.
- ❖ In general, try to create a job posting that you would be interested and excited to apply for.

Be clear.

- ❖ Delineate what your your employee will do clearly in your request. This does not have to be fluid poetry, bullet points are fine. But articulating exactly what your employee will do allows us to advertise your job without errors and candidates to judge whether they will be a good fit for the position.
- ❖ Include a couple sentences about your company, especially if there is no good written description of your company on your website. We use this to explain the company mission to prospective interns.

Have reasonable expectations for unpaid internships.

- ❖ Unpaid internships take longer to fill than paid, because the right motivated person has to find the listing.
- ❖ Some internships will never be filled unpaid. If a skill is in high demand at paying jobs, most people are not going to be interested in doing it unpaid. Sometimes, an internship is too much of a time investment during the school year unpaid.

What to do if your internship isn't filling.

- ❖ Offer payment. As a rough estimate, paid internships get ten times as many applicants as unpaid, even if the amount of payment is small. Many applicants filter their internship searches to only include paid internships.
- ❖ Leverage industry contacts. We have university contacts, but we may not have access to networks that you are plugged into.
- ❖ Make sure your internship is relatively unique. Over half the internships we post are marketing internships. If you are looking for a marketing intern, or another area that receives a lot of requests for interns, try to add a hook. Why should an intern apply to your job over another?