

How to Write an Effective Internship Description

In preparation of hiring an intern for your organization, an internship job description will be necessary in providing the intern with details pertaining to the position. Every internship needs a good job description that will attract the best candidates, outline responsibilities of both intern and employer, provide learning objectives, and establish clear qualifications for the position.

The following components should be included in an internship job description.

- **Organization/Position Overview**
 - Depict the organization environment & provide an overview of the position
 - Consider providing location details
- **Job/Intern Title**
 - List the intern title and ensure it relates to the type of work being performed
- **Intern Responsibilities & Learning Objectives**
 - Describe day to day tasks
 - List specific projects and job responsibilities (no more than 25% clerical work)
 - List 2-3 learning objectives
- **Internship Benefits**
 - Describe the mentoring and training involved (networking, professional development, etc)
 - Compensation (hourly rate, stipend, travel/housing compensation)
 - Length of internship, desired hours, etc.
- **Internship Qualifications/Requirements**
 - Degree or field of study
 - Years of experience (if you do not require experience, please indicate)
 - Technical skills or software knowledge
- **Application Procedure**
 - How will student apply?
 - Application deadline (provide reasonable submission deadline – at least one month after posting date)

Sample Internship Description

Job Title: Marketing Intern

Part-time. 15-20 hours per week. Flexible hours, 5 days/week

1 position available.

Compensation: \$12.00/hour

The UTRGV Career Center is looking for a qualified intern to join our marketing/advertising team. Our marketing department produces quality work for major companies in the area and seeks an intern who can participate in various stages of print and online marketing campaigns. This intern should be prepared to work in a fast-paced team environment and will finish the internship having gained broad experience in various aspects of marketing.

Responsibilities:

- Assist in the creation of signage, circulars, mock ups, e-mail campaigns, on line promotion, etc.
- Assist in the distribution or delivery of marketing and materials
- Assist with fulfillment of marketing offers
- Assist with the preparation and delivery of training materials
- Perform analysis of marketing and sales data
- Seek and analyze competitor marketing and sales materials both on and offline
- Prepare presentations
- Enter contact information into contact management systems
- Provide support to social media efforts

Learning Objectives:

Throughout the duration of the internship, the intern will learn how to:

- Identify and define the common business terminology used at the worksite
- Apply marketing concepts to problems and issues within the industry
- Understand the management of the marketing process and create value for the organization and stakeholders
- Produce high quality documents utilizing Word, Excel, PowerPoint and Adobe Creative Suite
- Demonstrate multi-channel communication skills including oral, written, audio/visual and digital
- Develop and maintain an advertising budget and determine the goals of an advertising effort

Requirements:

- Minimum High School Graduate or GED (must be a current undergraduate student at UTRGV)
- Preferred majors: Marketing, Business Administration, English, Communications
- Excellent verbal and written communication skills
- Knowledge of web and social media
- Preferred experience with PowerPoint, Word and Excel
- Preferred experience in marketing, outreach, publicizing and promoting events and services

How to Apply:

Complete online application via Handshake