



DEVELOP AN EFFECTIVE INTERNSHIP POSITION DESCRIPTION

Following are key components to an effective internship position description.

ORGANIZATIONAL OVERVIEW

It is helpful to provide the potential applicant with a brief overview of your organization, along with a link to your company website.

INTERNSHIP TITLE

Be specific. "Marketing Intern," "Event Planning Intern," "Accounting Intern," etc. Giving your internship a detailed title will help the student determine if he/she wants to explore your opportunity further.

MINIMUM GPA

Based upon a 4.0 scale, determine the minimum GPA you will accept from applicants. (4.0 = A; 3.0 = B; 2.0 = C; 1.0 = D)

DEGREE TRACK

Are you looking for a student currently working toward their associates, bachelors, or master's degree? Do you require your intern to be at least of a junior status? Most students perform internships beginning the summer between their sophomore and junior years of college, but performing internships earlier is becoming more common.

INTERNSHIP TIMEFRAME

When would you like for the internship to begin and end? Typical internship timeframes run along 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

Will your internship be part-time or full-time? How many hours would you like your intern to work per week? Keep in mind that while many students set aside their summer to perform an internship full-time, fall and spring semesters offer class schedules that may allow students to spend 10-15 hours per week in an internship. Additionally, depending on the student's academic program, they may have a minimum number of internship hours that must be completed if performing the experience for academic credit. It is recommended that you state preferred internship hours in your position description, but ask applicants about their availability during the interview process.

REQUIRED AND PREFERRED SKILLS

Students performing internships learn in a hands-on environment, providing excellent experience for their future careers. While much will be taught during the internship experience, some skills are required prior to hiring the student as your intern. Should the student be familiar with PowerPoint, excel at public speaking, or be creative? If so, be sure to identify it in the position description.

RESPONSIBILITIES/GOALS

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 experience. It is recommended that these are listed from most important 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 meaningful, hands-on experience during the internship.

OTHER DETAILS

What is the pay rate for the internship? Is travel involved? Is a personal vehicle required? When is the application deadline? When do you plan to conduct interviews? Should the student submit a writing sample or portfolio? Specific details (such as pay rate) 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 internship opportunity prior to submitting an application.