Writing an Enticing & Quality Internship Description

The internship job description should be exciting, informative, and help your future interns better understand what they will gain as a result of working with your organization, what skills they will hone or develop, how their work will impact stakeholders, and what they will be working on. In a nutshell, sell the company, sell the internship, and highlight learning opportunities and internship requirements. Use these four steps to write your own powerful internship description.

1. Learning Objectives. Students are seeking internships to gain meaningful applied learning experiences to build on what they have learned in the classroom. Employers must be able to articulate specific learning objectives for students. We recommend employers consider completing the sentence, “By the end of the internship, the student will be able to….” Students look for specific and relevant knowledge, skills, and abilities in line with their career interests.

Examples:
By the successful conclusion of this internship, the student will be able to…
…Utilize Excel pivot tables to more accurately and efficiently analyze data.
Develop a social media strategy that will generate significant consumer responses.
Write code for the creation of a telephone app for quick access to products and services.
Make an informative presentation to the management team about industry innovations.
Create full-color marketing materials targeted to a specific segment of the customer base.
Research an analytical report on international implications of new state regulations.

See more information on writing Learning Objectives at this link: [http://uncw.edu/career/internships.html](http://uncw.edu/career/internships.html)

2. Intern Training. Describe how the site supervisor will ensure that the student intern will meet their learning objectives. Provide an intentional plan for how an intern will be mentored, trained and supervised beyond that of traditional employment arrangements. This could include weekly debriefing or feedback sessions, observational or vicarious learning opportunities, constructive performance evaluations, as well as formal and informal feedback. Interns are not only likely to need this input, but to welcome it. Again, the goal of most student interns is to gain a better understanding of the professional world they aspire to, and how they can be successful there. It would be helpful in this section also to include the job title of the person who will supervise the intern. This provides some concrete information on the qualifications of the supervisor to provide the desired training and mentorship.

3. Your Organization. Tell the prospective intern what makes you special and why students would want to work for your organization. Share the culture of your office. This is important because you want students to self-select in (or out) of applying based on their knowledge of your company culture and work environment. Be sure this is done using exciting and non-technical words, rather than inflated or vague language.

4. Tasks, Projects & Assignments. While financial compensation is great, student interns care most about what they will learn, what skills they will develop, and what opportunities they will have to utilize their education.

- Begin with a captivating question or statement. Example: “Are you eager to begin a career in the XX industry but have limited experience?” OR “This is a great opportunity for anyone planning to begin a career in the XX career field!”
- Use energetic language to describe the opportunity and who the intern will be collaborating with. Example: “During this internship you will have the opportunity to work with a team of seasoned XX employees as they research the five biggest game-changing trends in the XX industry and strategize ways we can leverage opportunities to meet these trends.”
- Describe the intern project(s)/tasks in light of the knowledge they will gain, the mentorship they will experience, and the networking opportunities they will be exposed to.
- Focus on what kind of learning experience you can provide for the student. Example: “You will be offered the opportunity to work on exciting projects such as…”
- Emphasize the skills the student will enhance during this internship.
- Highlight that all assignments will add value both to the organization and to the student’s educational experience.

Adapted from materials from California State University Fullerton and St. Edward's University (TX)

Rev. Sept 2016