**Designing an Engaging Internship Job Description**

Center for Professional Pathways

Western Oregon University

Internships are one of your most powerful tools for creating a local stream of energetic and highly-educated employees. Attracting excellent internship candidates begins with designing a thoughtful position and engaging job description.

Designing the Position - The most thoughtfully considered Internships are…

* **Educational**: In addition to providing support for your organization, the internship is about education. Create a position that challenges your intern to reflect on how their classwork informs their work assignments and personal goals.
* **Goal Centered:** Think clearly about how this person will fit into your organization during the internship. What does your organization hope to gain as part of this experience?
* **Realistic:** Does the supervisor have time to dedicate to supporting the intern? The intern may be an independent worker, but they are also here to learn and will need clear direction and opportunities to discuss questions.
* **Paid or unpaid?** Although internships are designed with different salary understandings, our office recommends paying interns at least minimum wage. Paid internships tend to attract stronger candidates and allows you to draw in the most driven students (who are often supporting family on top of paying tuition).

**Writing the Job Description** - The most engaging job descriptions include…

* **Clear information:** Make sure to note the work location, supervisor and contact information, length of internship, hours per week, salary, office-space, etc.
* **A statement of benefits:** Describe what the intern will gain during this internship and why working with you will be valuable for them.
* **Clear and meaningful assignments:** Students who apply for internships are particularly interested in your industry and are eager to deeply explore your work. You don’t want to relegate a future leader to hours of photocopying. Create challenging opportunities and space for the intern to be creative!

*This internship has been a great job experience and has helped me to stay motivated and organized. It has also given me tons of great experience in making connections with others around the community and then being able to create more opportunities from that.*

**Seraphim Benoist**

**Safe Zone Social Media and Outreach Intern**

**Social Media Intern Job Description**

**(Example/Template)**

**Organization Name:** Blue River Events Inc.

**Address:** 1505 N. Monmouth Ave, Monmouth, OR 97361

*In an effort to secure highly motivated students and make internships available to working students and others who would find it difficult to volunteer additional hours each week, we encourage paid internships of at least the current Oregon minimum wage (beginning July 1, 2022: $13.50).*

**Website:** www.blueriverevents.com

**Department:** Marketing

**Work Schedule and Hours Per Week:** approximately 10 hrs./week for 20 weeks starting Jan. 6 and ending June 5, 2020. Work schedule to be determined with the intern’s supervisor. Interns do not work during finals weeks (March 16-20) or spring break (March 23-27) unless negotiated with the supervisor and Service Learning and Career Development staff.

**Wage:** $13.75 / hr.

**Supervisor’s Name:** Shannon Ramirez

**Contact Information:** [RamirezS@blueriver.com](mailto:RamirezS@blueriver.com), 503-848-6588

# Internship Description: (organizational mission) The mission of Blue River Events Inc. is to help you create the most exciting and memorable occasions for your organization or personal events. (internship overview) Our Marketing department is looking for energetic, motivated, and creative interns to support our growing business needs. The goal of this program is to help further your social media skills in a professional work environment. (specific benefits) As an intern, you will be working closely with the Marketing Manager who will provide you with real hands-on projects and daily tasks that use social media platforms to promote and manage the Blue River brand image. Interns will be able to apply classroom-based knowledge to projects and gain essential skills needed to be career ready. Blue River is dedicated to developing successful leaders, and we strive to make this internship as realistic and informative as possible.

*Brief description of the internship including the organization’s mission, general overview, and specific benefits for the intern.*

# Learning Objectives:

*Students are seeking internships to gain meaningful applied learning to further develop and apply what they have learned in class. A good way to generate 4-7 Learning Objectives is to complete the sentence: “As a result of this internship, the intern will be able to…”*

# As a result of this internship, the intern will be able to…

* Maintain and develop social media platforms for a mid-size company
* Understand the connections between social media tools, marketing strategies, and business goals
* Strengthen their ability to network among professionals in the local marketing community
* Explore how their IT and marketing classwork is related to the practical work of social media marketing
* Evaluate project goals, timelines, and daily tasks to determine work priorities
* Demonstrate professional verbal and written communication with colleagues, supervisors, clients and community partners
* Develop team building and leadership skills

# Learning Activities:

To accomplish these learning goals the intern will…

* Receive training at a spring social network training event held in Portland, OR

*Whereas job descriptions typically list “responsibilities” or “duties” internships frame tasks, projects, assignments, and training as Learning Activities. This is where you describe the 4-7 activities that will allow the intern to accomplish the Learning Objectives as part of their work assignment.*

* Job shadow and receive training from the Social Media Assistant to learn Blue River’s social media system
* Participate in the local monthly Marketing Meet-up, Chamber of Commerce and other local networking organizations
* Meet weekly with the Marketing Manager to reflect on goals and outline project tasks and priorities
* Meet weekly with the Blue River senior staff meeting to discuss company goals and strategy
* Meet weekly with the Blue River Marketing team to strategize how to implement business goals
* Attend several Blue River events to learn how the business connects with its clients
* Initiate and design their own social media campaign under the supervision of the Marketing Manager

# Required Qualifications:

* Knowledge of popular social media platforms

*This is a short list of qualifications that potential interns must have to apply for this position.*

* Desire to learn, take initiative, think creatively, set priorities, and meet deadlines
* Good interpersonal communication and organizational skills
* Currently enrolled in accredited college or university

# Preferred Qualifications:

*This is short list of qualifications that you would prefer, but do not require potential interns to have in order to qualify for this position.*

# Interest in the connection between technology and business marketing

* Knowledge of popular social media platforms from a business perspective
* Minimum 3.0 cumulative GPA

# Majors/Minors Desired:

*Although leaving the position open to all majors/minors can invite a wide range of potential interns, students sometimes find it helpful to know what areas of study are most likely to value the experience.*

Open to all majors but would prefer IT or Marketing majors who are interested in how social media can be used to attract and serve customers.

**Eligibility:**

We encourage all students, including Deferred Action for Childhood Arrivals (DACA) and international students, to apply for this position. (This position does not require that students be eligible for federal work-study)

*We encourage employers to invite all students, including Deferred Action for Childhood Arrivals (DACA) and international students, to apply for the position and note that “This position does not require that students be eligible for federal work-study.”*