

## 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 (Review the included Career Competencies Guide)
- **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?
    - Consider posting in Handshake so that it is available to ALL WU students
  - Application deadline (provide reasonable submission deadline – at least one month after posting date)

# Career Readiness

Career readiness is a foundation from which to demonstrate requisite core competencies that broadly prepare the college educated for success in the workplace and lifelong career engagement. For new college graduates, career readiness is key to ensuring successful entrance into the workforce. Career readiness is the foundation upon which a successful career is launched. Career readiness is, quite simply, the new career currency.



## CRITICAL THINKING

Identify and respond to needs based upon an understanding of situational context and logical analysis of relevant information.

**Employers are seeking students who are able to:**

- Make decisions and solve problems using sound, inclusive reasoning and judgment
- Gather and analyze information from a diverse set of sources

## COMMUNICATION

Clearly and effectively exchange information, ideas, facts, and perspectives with persons inside and outside of an organization.

**Employers are looking for students who:**

- Employ active listening, persuasion, and influencing skills
- Communicate in a clear and organized manner so that others can effectively understand
- Ask appropriate questions for specific information from supervisors and others



## TEAMWORK

Build and maintain collaborative relationships to work effectively toward common goals, while appreciating diverse viewpoints and shared responsibilities.

**Employers are looking for students who can:**

- Effectively manage conflict, interact with and respect diverse personalities
- Collaborate with others to achieve common goals and employ personal strengths to complement others



## LEADERSHIP

Recognize and capitalize on personal and team strengths to achieve organizational goals.

**Employers are looking for students who are able to:**

- Seek out and leverage diverse resources and feedback from others to inform direction
- Use innovative thinking to go beyond traditional methods
- Motivate and inspire others by encouraging them and by building mutual trust



# Career Readiness

## PROFESSIONALISM

Knowing work environments differ greatly, understand and demonstrate effective work habits, and act in the interest of the larger community and workplace.

### Employers are seeking students who:

- Act equitably with integrity and accountability to self, others, and the organization
- Demonstrate dependability (e.g. report consistently for work or meetings)
- Be present and prepared

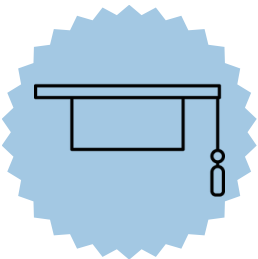


## CAREER AND SELF DEVELOPMENT

Proactively develop oneself and one's career through continual personal and professional learning, awareness of one's strengths and weaknesses, navigation of career opportunities, and networking to build relationships within and without one's organization.

### Employers are looking for students who:

- Develop plans and goals for one's future career
- Identify areas for continual growth while pursuing and applying feedback



## TECHNOLOGY

Understand and leverage technologies ethically to enhance efficiencies, complete tasks, and accomplish goals.

### Employers are looking for students who:

- Navigate change and are open to learning new technologies;
- Use technology to improve efficiency and productivity of their work



## EQUITY AND INCLUSION

Demonstrate the awareness, attitude, knowledge, and skills required to equitably engage and include people from different local and global cultures.

### Employers are looking for students who:

- Actively contribute to inclusive and equitable practices that influence individual and systemic change;
- Seek global cross-cultural interactions and experiences that enhance one's understanding of people from different demographic groups



**Want to learn more about how to develop these career readiness competencies?**  
**Schedule an appointment with a career advisor through Handshake.**

# 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 Washburn University Student Life Office is looking for a qualified intern to join our marketing/advertising team. Our marketing department produces quality work for student life units 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
- Prepare presentations
- Enter contact information into contact management systems
- Provide support to social media efforts and assist in developing a digital media strategy

## Learning Objectives

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

- Identify and define the common terminology used at the worksite
- Apply marketing concepts to problems and issues within the units
- Understand the management of the marketing process and create value for the organization
- 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 WU)
- 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





**Find your future  
employees at WU**

**Handshake is the largest early talent  
recruiting platform connecting employers,  
talent, and colleges in one place.**

Benefits:

- Gateway to all Washburn University and Washburn Tech students within one system
- Recruit from any college nationwide with one login
- Access to more than 5 million profiles
- Register for ALL WU career fairs!!

Sign up at:

[https://app.joinhandshake.com/  
employer\\_registrations/new](https://app.joinhandshake.com/employer_registrations/new)



**WASHBURN**  
UNIVERSITY

Career Engagement



## Handshake Employer Quick Start Guide

# **How to Get Started on Handshake**

### **CREATE YOUR USER ACCOUNT:**

- You will need a user account to login and use Handshake.
- If you've received an invite from a school or a colleague, you can follow the link to take you to the account creation process.
- If you're signing up without an invite, go to [https://app.joinhandshake.com/employer\\_registrations/new](https://app.joinhandshake.com/employer_registrations/new) to create an employer account.

### **JOIN YOUR EXISTING COMPANY, OR CREATE A NEW ONE:**

- You must be connected to your company profile prior to engaging with schools.
- If your company is already in Handshake, it should appear based on the domain of your email address.
  - Search for the company name if it does not appear.
  - Click “request” in the top right corner of the box.
  - If your company has “auto-approve staff” enabled, you’ll be added automatically. Otherwise, you’ll be approved by existing staff.
- If your company is NOT already in Handshake, select “Create New Company” on the right side of the screen.
  - Use your corporate email address - schools tend to decline generic email addresses and this will help increase your Trust Score.

### **REQUEST TO CONNECT WITH SCHOOLS:**

- You must request and receive approval from a school prior to posting jobs.
- You can choose schools during the sign-up process, as well as any time afterwards.

### **ONCE YOU HAVE CONNECTED WITH SCHOOLS:**

- Post jobs and internship opportunities
- Connect with students
- Register for career fairs