



## How to Write an Internship Job Description

### What should the job description include?

- Brief description of your organization and the responsibilities of the internship
- Preferred or required qualifications
- Work logistics (hours per week, time, wage, etc.)
- Application process
- Learning and professional development opportunities

### Sample job description for business marketing

**Job title:** Marketing Intern

**Company overview:** XYZ Company is a leading (industry) company dedicated to (brief description of your company's missions and values). We are looking for a dynamic and enthusiastic Marketing Intern to join our team. The internship offers a unique opportunity to gain hands-on experience in the world of marketing, contribute to real projects, and develop skills in a supportive and collaborative environment.

#### **Responsibilities:**

- Collaborate with the marketing team to brainstorm, plan, and execute marketing campaigns across various channels.
- Assist in the creation of engaging content for social media, blog posts, email campaigns, and other marketing materials.
- Conduct market research to identify trends, analyze competitor strategies, and discover new opportunities.
- Contribute to the planning and execution of events and promotional activities.
- Provide administrative support to the marketing team as needed.

#### **Qualifications:**

- A currently student enrolled in a bachelor's degree program in Marketing, Business, Communications, or a related field.
- Strong written and verbal communication skills.
- Creativity and the ability to think critically and strategically.
- Basic understanding of digital marketing principles and tools.
- Detail-oriented with excellent organizational skills.
- Ability to work independently and collaboratively in a fast-paced environment
- Proficient in Microsoft Office Suite and/or Google Workspace

## Work logistics:

- **Hours:** (Specify if it's a part-time or full-time internship and the number of hours per week. It's encouraged to offer/include some hybrid work and specify the number of hours per week, if that's an option for your company).
- **Time:** (Specify the start and end times if applicable. Ideally, you could align your internship with WSC's semester dates. If you want to hire for longevity, you could state "Willing to consider long-term part-time employment, post internship").
- **Wage:** (Specify if it's a paid or unpaid internship. If paid, provide details on compensation. Refer to InternNE.com for grant funding for companies with 50 or less employees).

## Application process:

Interested candidates should apply on Handshake or our website at (include clickable link here). The application process includes a resume, cover letter, and relevant qualifications. The application deadline is (insert deadline).

## Learning and professional development opportunities:

- Gain practical experience in planning, executing, and managing marketing campaigns.
- Work closely with experienced professionals in a mentorship capacity.
- Attend weekly Chamber Events to build a professional network within the community.
- Join local committees to network and collaborate with other professionals from all industries.
- Attend annual conference with the team to meet others in the industry and to learn most common and upcoming trends in marketing
- Access training, resources, and workshops, to enhance your skills in digital marketing and analytics.

(Company Name Here) is an equal opportunity employer. We encourage applications from candidates of all backgrounds and experiences.

## Sample Job Description for a Communications Internship

**Job Title:** Communications Intern

**Company Overview:** (Insert company name) is a dynamic and innovative company dedicated to (briefly describe the company's missions, values, and key achievements). As a leader in our field, we prioritize collaboration, creativity, and excellence in all our endeavors.

**Responsibilities:** As a Communications Intern at (insert company name) you will play a vital role in supporting our communication strategies.

- Assisting in the creation of engaging content on various platforms, including social media, newsletters, and press releases.
- Conducting research to stay updated on industry trends and competitor activities.
- Implement new, up-to-date technology platforms that will assist in the office's processes, procedures, organization, and functioning
- Become a part of the sales team to increase revenue on multiple promotions via face-to-face, phone, and email.

- Facilitate meetings with local employers to build partnerships to promote and advertise their company and services.
- Organize networking events and campaigns to enhance visibility throughout the community

**Pro Tip:** *Interns should be given responsibilities that go beyond those of a typical part-time job. A meaningful internship experience includes intentional training, development opportunities, and active mentorship from supervisors. This investment not only enhances intern performance but also boosts retention and strengthens your company's reputation.*

### **Qualifications:**

We are seeking a highly motivated and socially engaging individual with the following qualifications:

- Currently enrolled in a relevant undergraduate program
- Strong written and verbal communication skills
- Familiarity with social media platforms and content creation
- Basic knowledge of communication tools: Microsoft Planner, Outlook, Forms, Excel, PowerPoint
- Ability to work independently and collaboratively to meet deadlines in a fast-paced environment

### **Work logistics:**

Location: (Address here)

Duration: (Start and end date; would highly encourage to align with semester start and end dates)

Compensation: (Paid experiences are preferred)

### **Application process:**

Apply on Handshake (include link to your job posting here) by clicking the link. The deadline to apply is (insert date here). Candidates will be contacted for interviews.

### **Professional development opportunities:**

**Pro Tip:** *Professional development is crucial to the success of your interns. It can also help retain interns for the long-term by allowing them to network in the community. (Some examples are below)*

- Attend local chamber events to develop your professional network in the community.
- Receive mentorship from experienced professionals in the field.
- Attending annual conference to attend breakout sessions and grow your knowledge in the field.

## Resources

### Handshake:

- Online job board to connect and access WSC Students.
- Create your account, login, and post a job or internship at [joinhandshake.com/employers](https://joinhandshake.com/employers).
- Students can apply for positions through Handshake.
- Connect with WSC Career Services with any questions.

### InternNE:

- A grant funded for smaller, local companies (50 or less employees) to fund internships in Nebraska.
- Create your account, access resources, and [apply for the grant here](#)
- \$7,500 per intern that is reimbursed at the end of the internship.
- The grant can fund wages, housing, and/or tuition reimbursements.
- For more information visit [InternNE.com](https://InternNE.com) and sign up for the newsletter.

### ChatGPT:

- Generative AI ([Introducing ChatGPT](#)) can assist you in writing your job description
- Sample prompt: "Can you please write me a job description for a sales internship position at a car dealership that includes these (insert qualifications here)?"
- Tweak and adjust the generated job description to meet your company's needs.

## Wayne State College Career Services

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