

Attachment #1

Sample Internship Position Description

This document is being offered as a sample of what to include when crafting your internship description.

Organization Name:

Organization Contact: name, phone, email

Internship Session: (fall, spring, summer – year)

Payment Status: Paid (hourly rate or stipend) / Not-paid

Internship Concentration: (marketing, finance, operations, general management, etc...)

Description:

Provide a brief overview of the organization – history, goals, market-place info, and business environment.

Core Responsibilities: (example for a marketing position)

- General public relations – ongoing press releases regarding organizations activities and events
- Creating and updating promotional materials
- Event support – create flyers, send press releases, connect with schools and other organizations for event distribution and attend events and assist
- Social media – update and monitor our social media platforms (Facebook, Instagram, Twitter, and YouTube)
- Membership - contact members for membership renewal as well as recruit new members - send out membership packages
- Volunteers - help to recruit and organize volunteers

Other Responsibilities: (general examples)

- Answer phones and direct calls
- Assist the marketing director in preparing for sales meetings
- Assist in conducting general research for departments projects
- Prepare sales packets – photocopying and mailings

Qualifications: (example for a marketing position)

We are looking for an undergraduate student who is majoring in sales, marketing, or advertising; with excellent verbal and written communication skills; and extensive knowledge of web and social media. PowerPoint, Word, and Excel experience is a bonus.

Learning Objectives: (example for a marketing position)

- Understand the nature of membership organizations
- Learn to recruit and lead a volunteer workforce
- Write and distribute press releases for publication
- Organize and assist in event planning

- Implement social media strategies on Facebook, Instagram, Twitter, and YouTube
- Create and distribute promotional materials
- Network in a business setting
- Create and execute mini marketing plans