



# Tips and Suggestions for Creating an Internship Description that Appeals to Students

**The information below provides tips and suggestions on creating internship job descriptions that appeal to students<sup>1</sup>.**

- **Location:** Internships in the Pensacola area do well likely due to the proximity to the University.
  - **Suggestion:** For organizations not in the area, one way to entice students is to offer hybrid/remote schedules during the academic year. Opportunities available in the summer may also increase applicant numbers as many students will spend summers away to complete internships.
- **Pay:** Unpaid internships are becoming less common and there has been more discussion on the ethics surrounding unpaid work<sup>2</sup>. Nonetheless, there is still some interest in unpaid internships, as evidence shows recognizable companies can receive higher applicant numbers.
  - **Suggestion:** If only unpaid internships are a possibility, consider including some other form of compensation. For example, have the student meet with their advisor to see if academic credit is a possibility. You can provide a certificate, housing assistance, free lunch, gas cards, Uber gift cards, and/or a reference letter once the internship is completed.
- **Introductory paragraph:** A common theme among these internships is an introductory paragraph about the organization. This paragraph includes why they do what they do, their version of a one-minute commercial, and describes the organization's unique environment through Symbolic Convergence Theory (Bormann, 1985). This is an emergence of a "reality" between a group of people or community and an expression of their shared meanings, motives, etc<sup>3</sup>. For example, Amazon refers to its interns as "Amazonians."
  - **Suggestion:** Consider using a term and/or introductory paragraph to provide students a purpose when interning at the organization. This can create a feeling of inclusion for the students in the organization.

<sup>1</sup>Research conducted via Handshake in Spring 2022

<sup>2</sup>Bormann, E. G. (1985). Symbolic convergence theory: A communication formulation. *Journal of Communication*, 35(4), 128–138. <https://doi.org/10.1111/j.1460-2466.1985.tb02977.x>

<sup>3</sup>Ravishankar, R. (2021, October 11). It's time to officially end unpaid internships. *Harvard Business Review*. Retrieved May 16, 2022, from <https://hbr.org/2021/05/its-time-to-officially-end-unpaid-internships>

<sup>4</sup>Cowx, U. (2021, February 7). Transparency in recruitment. LinkedIn. Retrieved June 1, 2022, from <https://www.linkedin.com/pulse/transparency-recruitment-utah-cowx>



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- **Links:** Another common theme among internships with a high number of applicants is there is often a link to learn more about the available internships, about the organization, and/or FAQ's.
  - **Suggestion:** Add a link to your website, testimonials, your YouTube channel, and other sources where students can engage and learn more.
- **Transparency:** Many of these postings provided the length of the internship, the amount per hour if paid, and an overall detailed description of the internship and organization itself.
  - **Suggestion:** Transparency and honesty in job and internship descriptions has been another common topic of discussion among students and applicants when looking for opportunities<sup>1</sup>. Dedicating time to build a description that speaks to the applicants as well as provide thorough information can help increase application numbers.



## Questions?

Please contact Anastasia Landers, Coordinator of High-Impact Practices and Experiential Learning at [amartinez2@uwf.edu](mailto:amartinez2@uwf.edu), 850-474-2254

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## Example Internship Posting:

**Job Title:** Computer Systems Analyst Intern ♦ **# of Openings:** 1

**Hours/Week:** 20 hours a week ♦ **Wage/Salary:** \$15.00/hour

**Employment Start Date:** January 6, 2023 ♦ **Employment End Date:** May 5, 2023

**Who we Are:** Help build and deliver applications that keep the world's largest family-owned organization running with leading-edge technology! Our award-winning Information Technology department is looking for great talent (like you) to fill business system analysis, data analysis, and developer/programmer summer internship positions.

If you aspire to work among a distinguished set of individuals and thrive in a career that is part of a dynamic industry expected to double in the next ten years, you'll love what Organization has to offer. Learn more at [www.organizationhomepage](http://www.organizationhomepage).

**Job Description and Qualifications:** Analysis and formulation of program design of major application systems of data processing. Confers with Deputies to formulate statements of objectives, designs, solutions, and develops effective programs. Interns will gain practical work experience to augment their education and career preparation. During the work experience, the Intern will be exposed to the interpersonal relationships a job requires, both with co-workers and supervisors, that are essential in obtaining a successful, satisfying career.

Working as an Intern, you will be primarily responsible for assisting with programming from the technical design phase to the operational phase. Interns will be supervised by the full-time professional project manager and mentored through the duration of their experience.

### Essential Job Functions:

- Assists or develops new or modifies systems to be effective, logical, well-structured, and maintainable to solve identified problems;
- Develops manuals and written documentation to communicate system procedures;
- Analyzes, designs, codes, tests, debugs, maintains, documents, and implements programs and systems;
- Provides written and oral review reports of activities to the Supervisor
- Performs related duties as required.

### Learning Objectives and Benefits:

- Apply the principles of safe cybersecurity practices
- Gain experience in project management.

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