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