

Kenyon Community Internship Program

Creating Projects & Effective Job Descriptions:

Bringing on student interns can be a force multiplier for your organization, and incorporating these best practices will enrich the experience for all participants. Organizations and students greatly benefit from a well-developed internship program with clear processes that emphasize the importance of engaging work focused on clear projects and outcomes.

Below is guidance from Kenyon's Career Development Office and resources, influenced by industry best practices. This toolkit is provided merely as a resource in crafting intern projects & effective job descriptions. Kenyon College's Career Development Office is guided by the National Association of Colleges & Employers (NACE). It seeks to provide student interactions geared toward [NACE's Competencies for a Career-Ready Workforce](#).

Please use this guide to assist you in creating Community Internship roles for your organization. Contact Joshua Lisko (lisko1@kenyon.edu) or Lori Gustin (gustin1@kenyon.edu) if you need further assistance.

Goals & Need Assessment:

Before bringing on an intern, organizations should take time to assess their work goals, plan for adequate supervision, and create a list of clear deliverables. Having a clear idea of what you want interns to accomplish or work on, combined with supervisor support, makes the best outcomes.

- What training will my intern need to complete their work successfully?
- Where will my intern(s) work, what supplies and information do they need?
- Who will supervise the intern, how will the work be measured, and what skills should they possess to fulfill the work?
 - Do students have easy access to someone who can answer questions, provide mentorship, and offer encouragement?
- What are the goals, objectives, and timelines for the work the intern will complete?
Brainstorm a list of tasks & responsibilities to include in the position description.
 - Are there elements or pieces of larger organizational projects you could delegate or need further development?
 - Does each assignment include specific, measurable goals, objectives, and criteria to be accomplished and learned?
 - Are there projects you believe strongly in but don't have the time to pursue?
 - Was there a project a few years ago that could use a refresh?
 - What could an intern accomplish in about 75-100 hours (5-7hrs for 15 weeks?)

Enriching tasks for interns

Do research for a new project. If your team is starting a new project, you can ask an intern to do preliminary research. This is a helpful task to give interns since it can help them improve their research skills, which are important for any profession. Ask them to figure out the resources, budget, and timeline you would need for a project.

Learn more about competitors. Ask your interns to use their spare time to research competitors. This is a great way for your company to keep up with what's going on in your industry. They can also look into recent market trends to help your business stay current.

Figure out better systems. Having someone new to the industry can be quite beneficial since they may look at things in new ways. Have your intern look at the current way your company operates and make their suggestions. Ask them to support their ideas with data and research.

Create or advance a program. Project or program management is at the core of much professional work. Have your intern work on creating or further developing programs that serve constituents. Interns benefit from the planning required to execute programs and the support to make it their own.

Sit in on meetings. Ask your intern to attend your next important meeting. While they may not necessarily contribute to the forum, this is a chance to learn what this process looks like. As they become more experienced, you can ask them to participate.

Help with brainstorming sessions. The next time your team meets to brainstorm, ask your interns to join. They may have some innovative ideas to share. This experience also helps them learn to speak up in group settings and collaborate with others.

Lead a team meeting about their work. As your interns become more comfortable at your company, you can ask them each to be in charge of leading a team meeting. This gives them the chance to develop their leadership skills and prove their value to the team.

Review & manage company materials. Ask your interns to look over different company materials and see if they would change anything. They may find ways to improve your website, social media pages, marketing materials, or even your employee handbook. Interns may be tasked with managing organizations' communication plans & PR as part of their role.

Draft internal & external communications. If you noticed one of your interns is a talented writer, consider asking them to work on your company's internal or external communications. They can write company-wide announcements or draft up important communications.

Utilize & interpret data. Knowing how to utilize data is a useful skill in many professions. Having your intern(s) collect and communicate data through their work can help in key decision-making—interns may be skilled in advanced data management but will still need guidance on the goals of the work.

Ask customers for feedback. Interns in customer-facing roles can benefit by reaching out to customers & constituents to learn their feedback. Consider either having your intern call clients or send out surveys. Learning how to nurture clients is especially helpful for sales and marketing internships.

SAMPLE: *MARKETING* INTERNSHIP DESCRIPTION

Mission Statement: *Include your mission statement in every description as it helps tell your organization's story and introduce the applicants to you.

Internship Description: Our company has more than a century of experience as a personal lines insurance carrier. Consistently ranked highest in customer satisfaction by its policyholders, our company is strong, stable and financially secure.

Our office located in downtown Mt Vernon and is seeking a Marketing & Social Media Intern. This is a paid internship, and the working hours are 5-7 hours per week during the semester. The selected candidate will be responsible for assisting and supporting a variety of social media and marketing initiatives.

Job Functions and Responsibilities:

Social Media focus includes:

- Assist with social media engagement by helping manage social channels.
- Drafting and editing copy for social channels.
- Monitoring social media web analytics on a weekly basis (e.g. page views, twitter followers), and provide reports of growth and other activity.

Marketing/advertising focus includes:

- Engaging with teams on a regular basis to brainstorm ideas for new and innovative marketing and social media campaigns.
- Assist with gathering data for marketing reports and supporting a variety of marketing and advertising programs.

General responsibilities include, but are not limited to:

- Researching industry-specific sites (blogs, forums, etc.) for product reviews, customer comments, and other relevant marketing information.
- Maintaining marketing program files.

Job Requirements:

- Must have excellent written and verbal communication skills.
- Knowledge and experience with Facebook, Twitter, YouTube and other social media platforms.
- Strong attention to detail and organizational skills.
- Property and casualty insurance knowledge a plus.
- Transportation to and from the internship environment

SAMPLE: PROGRAM DEVELOPMENT INTERNSHIP DESCRIPTION

Mission Statement:

Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope. Habitat for Humanity seeks to end poverty housing in Knox County by building quality, affordable housing for families and selling the home at 0% interest. We also serve the community with the work of our ReStore, keeping quality new & used home and home improvement items out of the landfills, selling them for fair prices cheaper than buying new for families looking to save money and improve their homes.

Description:

The Volunteer Programming Intern will be responsible for the development and implementation of programming related to volunteers and their involvement with Habitat for Humanity of Knox County. Generous volunteers make these dreams become reality and the appropriate candidate will help in driving these relationships forward. Some remote work is possible.

Job Functions and Responsibilities:

- Develop and implement strategies for soliciting, engaging, and maintaining volunteers
- Develop and implement plans for volunteer scheduling
- Coordinate individual and group volunteer opportunities
- Develop and implement volunteer appreciation activities
- Monitor Volunteer satisfaction
- Develop and implement volunteer orientation training
- Contribute and assist with newsletter publication
- Work with HFH staff to create and maintain a volunteer focused organization
- Other duties as discussed with Affiliate Director

Preferred Qualifications:

Enthusiastic and team-focused; Organized and detail-oriented; Self-motivated and able to work independently; Flexible; Excellent written and verbal communication skills; Ability to multi-task.

Special Project Habitat believes in the importance of the construction process and the satisfaction that is had by this work. As a special project, the intern will assist the construction team with home building activities for a day of service.

Partial Remote Work

5-7 hours per week (paid)