



Guide to Internship Descriptions



Writing an Internship Description

Your internship description will be used to identify a student who is the right fit for your role. Write an internship description you would be excited to interview for! Our examples below reference the qualities and characteristics of candidates that would be a good fit, list responsibilities, and describe the work environment and culture.

Top Tips for Fantastic Fits

1. **Write with Accuracy.** Make sure the Intern Title reflects the Internship Description. Ask current or past interns for suggestions on your description.
2. **Be Engaging.** Describe the internship responsibilities in a descriptive way that conveys challenge and excitement. Engaged interns are drawn to challenges and substantive work.
3. **Talk Tangibles.** By sharing upcoming or past projects, interns have a better idea of what they can produce. We know seeing a project through from start to finish is important in internship experiences.
4. **Describe Your Culture.** Small team? Say so. Often short deadlines? Name it. Office happy hours or events? Share what shapes your culture.

Sample Internship Descriptions

Government Affairs Intern

We seek a highly-motivated Governmental Affairs Intern to join our Washington DC team. This individual will support all governmental affairs efforts, working closely with the Director of Legislative Affairs. We strive to provide interns with substantive, rewarding assignments that match their interests. This position offers challenging and exciting opportunities to work in a fast-paced environment.

Day-to-day activities will vary depending upon the congressional calendar and the needs of the team. The intern will have the opportunity to work on the following activities:

- Conduct research on legislative, regulatory and compliance issues.
- Develop briefing materials for congressional or regulatory meetings (i.e. biographies).
- Support the development of educational materials (i.e. fact sheets) for stakeholders.
- Opportunities to attend congressional hearings and other events.
- Provide other administrative support as needed to the team.

Marketing and Communications Intern

Our interns hit the ground running and are a vital member to our communications team. In addition to the responsibilities below, as a final project all interns write and edit at least one story for either web or the TV broadcast.

Intern Responsibilities:

- Managing Facebook, Twitter and Instagram accounts, and any other social media networks as they appear on the mediascape.
- Developing content for different social media outlets consistent with our voice and messaging.
- Assisting show executives and producers with SEO and online marketing.
- Identifying appropriate news stories, thereby honing important curation skills and learning ways to get our message out amidst a saturated media marketplace.
- Writing press releases, and other outreach materials.
- News research, logging and digitizing b-roll, transcribing interviews, reading and responding to viewer email, and administrative duties.
- Running logistics: learn to set up interviews from an editorial, logistical and technical point of view.