

# EMPLOYER CHECKLIST

## Communication, Journalism and Philosophy

Academic internships for communication, journalism and philosophy majors require an internship agreement and approval by the internship coordinator. Students must work 45 hours per credit hour registered, and take the internship course while completing the internship hours. The course component focuses on career-readiness competencies including: Career & Self Development; Communication; Critical Thinking; Equity & Inclusion; Leadership; Professionalism; Teamwork; and Technology.

To qualify for academic credit, the internship must be a learning experience for the student intern supervised by a professional in the field. Additional criteria can be found on the Internship Agreement.

### TO GET STARTED

- Identify who will provide regular guidance and feedback to the intern. Internship supervisors must be professionals with expertise in their field.
- Determine your timing. Hours must be accumulated during the semester. Students must work a minimum of 45 hours per credit hour registered.
- Determine compensation. Many of our students must work while attending college. To attract quality applicants, paying the intern is highly recommended. For paid internships, minimum wage is required; \$10-15/hour is recommended.
- Use the following example to develop an internship description. A clear and concise internship description will attract more applicants.
- Register on and post your positions on Eagle Career Network; a free university-supported job board.

**Title: Be specific and use the term "intern"**

## **Paid Public Relations Intern at Name of Your Company**

### **Description:**

Opportunity to develop your portfolio and public relations skills by supporting the branding and launch of new services for our clients in the \_\_\_\_\_ and \_\_\_\_\_ market segments. You will research competitors, develop content for social media, create news releases and assist with client presentations and events. Great fit for communication majors interested in corporate communication.

Our organization has been serving Southwest Florida since 1982. We represent \_\_\_\_\_ Our employee-centered, performance-driven culture values \_\_\_\_\_

Our mission is to \_\_\_\_\_. If you \_\_\_\_\_ and \_\_\_\_\_ then we invite you to apply.

**Description: Be specific and list the tasks and majors you are seeking. Include a description of your company, products, services and culture.**

### **Responsibilities and Learning Outcomes:**

- Learn how to implement, launch and maintain social media content and campaigns utilizing Facebook, LinkedIn and Twitter
- Develop research skills
- Assist in the design, development, distribution and evaluation of media content
- Prepare for, attend and facilitate meetings with clients
- Interest in building media relations skills by researching media contacts, creating pitches and updating a media list

**Responsibilities & Learning Outcomes: Be sure to list tasks that reflect the education process. Use "learn," "develop," and "gain knowledge."**

### **Preferred Knowledge, Skills & Abilities:**

- Interested in and adept with social media platforms
- Interested in building media relations skills
- Interest in organizing and participating in special events
- Practice Excel skills by organizing and analyzing data
- Willingness to operate independently and take initiative

**Preferred Knowledge, Skills & Abilities: Identify qualifications as "preferred." To draw a stronger applicant pool, avoid using "must."**

### **Required Qualifications:**

- Experience with Microsoft Office
- Basic knowledge of graphic design software, such as Canva or InDesign
- Level of professionalism and willingness to work in a team environment

**Required Qualifications: Be specific about requirements. These are items they "must" have in advance.**

### **Working Hours:**

- 10-20 hours a week, flexible depending on the student's schedule. Some weekends and evenings are required.

**Working Hours: Students are busy! Be specific about schedule requirements or state your flexibility.**

### **Pay:**

- \$14/hour

**Pay: Be specific on rate of pay.**

### **Application:**

To apply, please send a resume and cover letter to: <your employer email>