Writing a Job Description

When developing a job description for an internship, consider it in three bite-sized pieces:

# Tasks (Duties & Responsibilities)

* Ask what the person will do; indicate their responsibilities and tasks using specific language but avoid clutter and stick to the basics.
* Beware of detailing processes & procedures that will not make sense to the uninitiated.
* Prioritize the list so that the reader understands the key focus of the role.
* Consider what needs to be done to complete the role successfully now rather than what has been done in the past.

# Talents (Attributes, Knowledge and Skills)

* Indicate the program(s) and/or major(s) desired along with any specific course requirements.
* List the attributes, knowledge & skills that produce excellent performance in this role.
* It is important that students can quickly identify which of their transferable skills could be put to work in this position. (Students can be trained in certain skills while on-the-job, so consider the attributes of someone easily trainable).

# Trimmings

* **Company description:** Provide enough information to make the reader excited about working for the company but leave the door open for them to do their own research by providing a link to your website. Recruitment should be a two-way process & the host organization should be trying as hard as the student to make a good first impression.
* **Salary range**: The internship is fully funded; however, if you would like to pay for the student’s salary, top up their salary, or extend their placement term please contact the BTO program.
* **Contact name:** Let them know who they will report to and their role within the organization.
* **Residency requirements:** Government positions place restrictions on hiring non-Canadians, state this clearly to reduce frustration for international students who are ineligible.
* **Dates of employment:** for example "this is this a 4-month, 50-hour, 5-hour per week position".

Please use the sample job description on the next page as inspiration for crafting your own. Be sure to provide a complete job description or else the BTO team will not be able to move forward with your application to hire a student-intern.

Social Media Strategy Intern

# About Us

# The Experiential Learning (EL) Office provides support and coordination for EL activities across the university to assist students, faculty, staff, and partner organizations. We help coordinate and support

* EL opportunities on and off campus
* EL skills development activities
* Training and professional development
* Building and maintaining partnerships for student programming
* Integrating EL in courses
* Reflection and assessment of EL
* The promotion of EL activities
* Connecting with various university units

## Job Description

The EL Office has different social media accounts aimed at different audiences. We are looking for someone who can help us grow our audience, get us organized, and who can create some templates/guides and start engaging with our community.

## Tasks

* Create a mid/long term social media plan
* Set up a social media calendar with a management tool
* Create compelling content
* Develop templates/guidelines for EL staff to efficiently produce content

## Key skills and abilities

* Strong knowledge of most popular social media sites (Facebook, LinkedIn, Twitter, IG)
* Experience or familiarity with social media management tools
* Possess writing and graphic design skills (to create visually engaging content)
* Detail oriented, organized, and able to present guidelines in a clear manner
* Ability to work independently, manage time effectively and meet deadlines

# Working Conditions & Perks

* Supervisor: Alice Isac, Lead, Experiential Learning
* Term: March to August 2022
* Hours: 30 hours total, flexible schedule (day, evening, weekend) and must be available for certain hours between 9-5pm, Mon.-Fri. for team meetings
* Receive a LinkedIn recommendation upon completion of the internship