

City of Northfield Summer Internship Program

Internship Position Description Template

Position Title: Intern

Department:

Contact:

Location: Northfield City Hall, 801 Washington St., Northfield, MN 55057

Dates: Monday, June 20 – Friday, August 5, 2016

Hours: Minimum of 15, maximum of 30 hours per week. Time commitment and weekly schedule will vary according to the city department hosting the intern. Timely reporting to work with minimal absences.

Pay: \$12 per hour

Brief overview of department: Primary function(s), initiatives or projects that will be happening during the time the internship is taking place, key roles housed within the department, etc.

List daily or regular tasks the intern may do/support: For example, cover the front desk, prepare mailings, attend meetings, take meeting notes, etc. Note any tools or equipment the intern will be required to use, as well as physical demands.

Describe a specific project the intern may work on, and how it fits with the larger goals of the department: Ideally, the project will result in a tangible outcome or deliverable that the student could present on at the end of the internship.

Skills and/or knowledge the intern will receive training for or will be supported in developing during the internship: These are things (skills/knowledge) the intern need **not** already possess.

When thinking about the *weekly* breakdown of tasks and activities, list the estimated percentage of time the intern may spend on each of the following:

% of time on daily/regular tasks

% of time on project

% of time on professional development (training, networking, etc.)

Skills and/or attributes required to complete daily/regular tasks and project:

These are the skills that you hope the intern will come with, or skills that could be easily taught in the first days of the internship. For example, verbal communication skills, customer service, positive attitude, organized, detail-oriented approach to tasks, data analysis (analytical thinking), Excel familiarity, web-based research skills, ability to work independently, etc.

SAMPLE INTERNSHIP POSITION DESCRIPTION

Example: Social Media Campaign Strategy Intern

Are you obsessed with finding and sharing stories online? Do your friends look to you on Facebook and Twitter for the latest trends, ideas, and online memes? Social Media Corp is based in San Francisco and one of the premier websites for sharing online content. With over 15 million monthly unique visitors and many of the world's biggest companies, from SONY to the NFL, using the site every day, we are looking to transform how the world discovers and promotes news.

Social Media Corp has a fast paced work environment and we seek talented employees who crave learning new skills and aren't afraid to tackle big projects. As an intern you will get to work with a variety of our staff, while working on real projects that will help us grow.

Our ideal candidate is someone who walks into a room of people and can't leave without making a few friends. Someone who is obsessed with social media and is creative and thoughtful when interacting with online communities and building relationships.

What You Will Learn:

1. How to create a long term social media plan and marketing calendar.
2. Relationship building with our online community by maintaining Facebook, Twitter, LinkedIn, and other media accounts.
3. How to track social media analytics using HootSuite and other software, and report results and new ideas to our marketing team.
4. Create compelling content that will be shared by influencers.
5. Creative feedback and viral loops between our Facebook Page, twitter, and blog accounts .
6. Assist our Director of Social Media Marketing in building and presenting social media strategy.
7. Plenty of additional opportunities in related projects.

What We Require:

1. Background in Marketing, Communication, non-profit management or other related discipline.
2. Strong communication skills.
3. Proficient in Microsoft Suite Office.
4. Organized, with an ability to prioritize time-sensitive assignments.
5. Creative and Flexible.
6. Familiarity with social networking sites desired, but we will also train.
7. Interested in the issues equal access to learning resources and generally socially conscious individual

8. Interest in nonprofit management and community development.

We value all of our interns and go the extra mile to make sure you receive a learning experience that fits your career goals. You will become extremely knowledgeable in online communication, a master of twitter (and Hoot Suite manager), and understanding of the right tactics to combine online marketing with overarching outreach goals in a professional setting. You will also learn how to work in a professional environment and have ample opportunity to network with department leaders and other professionals in the non-profit and marketing field.

Details:

The position begins May 1st and ends August 31st. You are expected to work 15 hours a week and will be paid \$12/hour.

To apply please submit your application to John Doe using the apply button below.

Click below to download our free Sample Internship Posting!