

# Writing A Strong Advertisement For Students

When you write a job advertisement for students, it is important to ensure that you present your opportunity in a way that is both appealing, and easy to understand. Below we have outlined our basic advice for crafting an engaging job advertisement.

## Title of Role

Try to be as specific as possible with the role's title, as this helps relevant students find your advertisement.

Titles that should be avoided:

- Internship
- Part-Time Opportunity at XYZ
- Paid Job

While internally, the title "Internship" may be clear to employees of the area and work conducted by an intern within your organisation, for students searching for internships it is not as clear, as an internship may be from any discipline. You may also want to include your organisation's name to add credibility.

Specific titles that could be used:

- Marketing Internship
- Entry-level Civil Engineering Role
- Graphic Designer
- Construction Cadet



## Summary

The summary section of the advertisement is viewable in the main list of jobs shown to students, under the opportunity title. A catchy sentence or paragraph (up to 300 characters) that entices a student to click into the opportunity works well here. Imagine you have only 10 seconds to convince candidates to read your position; think about what is in it for the student and work from there, as this will entice them to click.



## Details

### Introduction to Role

Introduce the role and how it has become available (optional), for example: new role, growth in the team, secured a large client, want to give back to the University, etc. Explain where the role sits within the dynamics of the team.

### Information on Organisation

Provide a brief summary of the organisation and what it is like to work there. You may want to include notes on the culture and working environment. If the location of the organisation is close to public transport, this is also a great thing to include.

### Tasks and Responsibilities

This is where you list the tasks and duties the student will be responsible for during their internship. You will want to be as comprehensive as possible.

*If internship is unpaid, the relevant faculty will need to ensure that the tasks and responsibilities align to the student learning outcomes of the degree/major they are enrolled in. (i.e. not: generating sales, made up entirely of basic admin work or making coffee!)*

### Selection Criteria

List the attributes you are looking for in your ideal candidate. Here, focus on skills rather than faculty or degree—the right candidate could come from a range of our courses!

### Benefits to Students

List any learning outcomes such as:

- Professional development;
- Mentoring opportunities that the student will receive whilst completing the internship;
- Please note, this is not a rehash of tasks (e.g. experience in xxx);

***This is absolutely necessary if internship is unpaid, as the student should be benefiting from the internship.***

### Duration/Frequency

How many weeks and days per week do you expect the student to commit? Please note that unpaid internships have duration requirements that need to be adhered to. For more information on these internship duration requirements, see [our website](#).



## Application Procedures

Note down how you would like to receive student applications (e.g. email, via a website link), and which application documents you would like to receive (i.e. resume, cover letter, etc.)



## Other Things to Consider

**Closing date**—we find that we receive most applications over the weekend. Instead of a Friday closing date, perhaps consider a Sunday closing date, as the applications will be reviewed on the Monday regardless.

**Time of year**—while there is no ‘perfect time’ to advertise, there are some peak periods of student logins throughout the year. ‘[When’s the best time to advertise at UTS](#)’ identifies the student login trends of 2017.

**Target audience**—bear in mind that you are targeting students or recent graduates. Keep the language simple, and ‘years of experience’ to a minimum. This handy [website](#) has a free tool that helps to determine if the wording of an advertisement is male or female dominant.



## Examples

### Example One

#### *Paid Internship*

##### Social Media Assistant

###### Summary

Do you love Instagram and Facebook? Are you passionate about social media? This Digital Marketing Agency is searching for a Social Media Assistant to join its Sydney CBD office.

###### Full advertisement

We have a newly created internship position in our Social Media team, and are searching for someone who loves social media—posting content, sharing content with friends, and following the biggest brands and celebrities online!

If you have fantastic written and spoken English communication skills, then this is your chance to turn your love of social media into a career!

Your duties will include the following:

- Supporting the Social Media team in maintaining our clients' social media calendars
- Creating and publishing posts on various social media platforms on behalf of our clients
- Monitor engagement and enquiries on social media profiles
- Keep up-to-date with consumer trends

The ideal candidate will have:

- Excellent communications skills, both written and verbal
- Be active on social media (particularly Instagram, Facebook, Twitter and LinkedIn)
- A good eye for detail
- Ability to work to tight deadlines

The following skills are an advantage:

- Experience managing a corporate/business account
- Previous work experience in a media agency, magazine or the fashion industry
- Currently completing a Communications Degree

This role will give you great experiences in the world of social media in a corporate environment. You will report directly to our Social Media Manager, who will provide support throughout the duration of the internship.

We are ideally looking for someone who can work for 2-days per week, but are completely flexible around which days you work, as we are happy to work in accordance with your university schedule.

XYZ is a digital marketing agency that assists businesses in all forms of social media, analytics and marketing strategies.

Our clients come from a wide range of industries, including cosmetics, food, health supplements, travel, lifestyle, property and government business chambers.

Our office is located on Broadway, a 3-minute walk from Central Station.

### Example Two

#### *Unpaid Internship*

##### Public Relations Extraordinaire Internship

###### Summary

Calling for the next PR superstar to join our agency for a summer internship!

###### Full advertisement

XXX is a boutique Public Relations Agency specialising in consumer lifestyle and socially responsible brands. We are currently on the lookout for an exceptionally talented and creative university student with a passion for, and studying Public Relations to intern with our team for one semester.

Working closely with the Account Executive and Account Manager, your key responsibilities will include:

- Media monitoring and reporting
- Management of media contact list
- Assist in the creative and administrative processes required for stand-out PR send outs and campaigns

Benefits of the internship will include:

- Training and education in the management of highly complex media contact databases, including training and access to MediaNet online software
- Exposure to client briefings and team 'wip' meetings
- Experience and training in coordinating PR send outs for a range of beauty, health and eco-friendly brands (as well as the creative process involved beforehand)
- The opportunity to draft fact sheets and other outward facing written materials, with feedback provided throughout the process
- A written letter of reference

We Offer:

- A nurturing, yet challenging environment for career development, and a chance to learn the ins and outs of the PR industry
- The opportunity to work as a part of a highly driven, close knit and fun team
- The opportunity to work on a range of big name health, beauty and lifestyle clients
- A reference for future employment in the industry

The position is for an immediate start and will be for 100 hours, as per the Communications internship course requirements. We are flexible with your university course commitments and timetable.

If you think you are the next PR superstar, please get in touch with us today!