

# Writing a Strong Job or Internship Advertisement

When you write a job advertisement for students, it's important to ensure that you present your opportunity in a way that is both appealing and easy to understand. Find out our top tips for writing an effective ad below.

## Introduction

### Title of Role

Job ads that use industry standard titles, are discipline-specific and even include your organisation's name are more likely to be seen and engaged with by candidates. Avoid using jargon, internal positions or vague titles such as:

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

While the title 'internship' may be clear to employees in your organisation, for students searching for a specific type of internship, it's not clear what the role is.

Examples of effective titles include:

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

### Role Summary

The role summary at the beginning of the advertisement is one of the most important parts of the ad. This is your opportunity to sell the role to potential candidates and should make your ideal candidate think, "Yes, this sounds like me!".

Aim for 2-3 sentences (up to 300 characters) to entice students to click on the full advertisement.

## Body

### Organisation

Provide a brief summary of your organisation and culture. This is your chance to 'sell' your company to candidates as a great place to work. Highlight the achievements and reputation of your company. Consider including:

- What your organisation is known for
- The number of employees you currently have
- Location of business or where the student may work

### Background and introduction

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
- Explain where the role sits within the dynamics of the team.

### Tasks and Responsibilities

This is where you list the tasks and duties the student will be undertaking. Key things to consider:

- The more detail you provide here, the better
- Use dot points - we suggest 4-5 for the most impact

**NOTE:** If it's an internship and 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!).

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## Final things to consider

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### Selection Criteria

This is your opportunity to list the attributes you are looking for in your ideal candidate. Tips for this section:

- Use dot points - we suggest 4-5 for the most impact
- Focus on skills that will help them succeed in the role, rather than faculty or degree—the right candidate could come from a range of our courses!

### Benefits to Students

The purpose of this section is to highlight the benefits of the job that would be most attractive to potential candidates. It's not the place to list tasks and responsibilities, it's the place to get candidates excited! Include things like:

- Opportunities for progression
- Interesting projects or clients
- Amazing location
- Free gym
- Any other additional benefits

This section should also include any additional learning benefits that would appeal to students such as:

- Professional development
- Mentoring opportunities

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**NOTE:** If an internship is unpaid, this section is mandatory, as the student should be receiving the main benefit from the internship.

### Salary

Job advertisements that state the salary statistically receive more applications than those that don't. Although you may not want to disclose the specific amount in the advertisement, we do require all paid opportunities to be at or above the current national minimum wage which can be found on the Fair Work Australia website.

### How to apply

Tell the student how you would like to receive their applications (e.g. email, via a website link), and which application documents you would like to receive (i.e. resume, cover letter, etc.). Don't forget to include a clear contact and closing date.

### Employment Type

How many weeks and days per week do you expect the student to commit to? Will they be hired in a full-time, part-time or casual basis? Please note that unpaid internships have duration requirements that need to be adhered to. For more information on internship requirements, see our [interns website](#).

### 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 peak periods when students are looking for opportunities.

### Know your audience

Bear in mind that you are targeting students or recent graduates. Keep the language simple (no jargon!) 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!

## Example Three

### *Paid Part-time Role*

#### HR Advisor

##### Summary

We're on the lookout for a part-time (3 days) HR Advisor to join our People, Performance & Culture team to help us create an exceptional workplace.

##### Full advertisement

Interested in working for a fast growing tech company that values long-term investment in their people? Located at our Head Office in Sydney's CBD, we're now on the lookout for a HR Advisor to join our People, Performance & Culture team to assist in the growth of our company. Reporting to the HR Manager, this is a great opportunity for someone who is looking to accelerate their professional development in HR and gain rewarding, practical experience.

##### Tasks and responsibilities

As the HR Advisor, your role will be to support the people strategy across the organisation through various functions. Main responsibilities include:

- Recruitment of new employees
- Development of training and professional development modules
- Facilitation of workshops
- Internal communications
- Employee engagement initiatives

With both administrative and operational activities, this is a hands-on role that will help our team drive our company culture and values.

##### Who we are looking for:

It goes without saying you'll be a top performer and a collaborative thinker. You'll be someone who is focused, hardworking and most importantly, passionate about working in a fun, fast-paced environment that is constantly evolving. We're also looking for someone with:

- Degree qualified or currently completing further study in Human Resources or a related field
- Excellent written and verbal communication
- Sound analytical and problem-solving skills with a high attention to detail
- Ability to work independently with minimal supervision and collaboratively as part of a dynamic team
- Strong organisational skills including advanced skills in Microsoft Office (Word, Excel, PowerPoint, Outlook and Visio)

##### Benefits & Culture:

Besides the incredible social events and networking opportunities, people love working with us because it's fun and lively with an unbeatable culture. Most importantly you'll be part of a hardworking and supportive team who give a damn about what they do! We offer competitive remuneration packages, including flexible work arrangements. If you're not already sold, you'll also receive free coffee made by our very own in-house barista.

##### Residency Requirements:

All candidates considered including international students

Apply by October 31 and while we look at your application, get to know us through our various social media channels!

## Example Four

### *Paid Graduate Role*

#### XYZ Graduate Program- Software Development

##### Summary

Graduate opportunities in several locations throughout Australia! We are seeking 10 high calibre graduates to fulfil roles within Software Development, Technical Support, BI, BA and more.

##### Full advertisement

Technology is transforming all our lives and at XYZ we are driving the change we want to see in the world. We are seeking people who want to make a difference; graduates who desire to be at the forefront of change. Our 2-year graduate program offers a unique opportunity to launch your career in a diverse and inclusive global organisation.

##### What we are looking for:

- Excellent communication skills with the ability to develop relationships with stakeholders
- Ambitious, with a goal to build a career in the tech sector
- Analytically minded with strong critical thinking skills
- Ability to work well under pressure
- Passion for technology

##### What we offer you:

- Rotation-based program to explore different part of our business
- Key skills development e.g. stakeholder management, communication, fundamental programming.
- An environment where everyone has the autonomy and freedom to thrive
- Mentoring and on-going support
- Social events and networking

##### Essential Criteria:

- Bachelor degree
- Eligible to work in Australia

Apply now by sending your CV, cover letter and academic transcript to [companyemail@xyccompany.com](mailto:companyemail@xyccompany.com). Applications close on April 21.

We look forward to receiving your application!