

## PURCHASE COLLEGE CAREER DEVELOPMENT CENTER EMPLOYER GUIDE TO WRITING JOB & INTERNSHIP DESCRIPTIONS

We thank you for your interest in Purchase College students and alumni. The Career Development Center has created this guide to assist you in developing internship or job descriptions that can best promote your opportunity on our on-line system, **Purchase JobScore**. *A well-written job or internship description may increase your chances of attracting and recruiting qualified candidates to your organization.*

A job or internship description is a summary of the functions and qualifications needed for a particular position. The language should be clear, concise and accurately describe the responsibilities and required skills. The basic components are: *Title, Description, Qualifications, Application Process, and Salary/Stipend/Credit.*

**Title:** Select an appropriate job or internship title that best describes the type and level of work performed. For example, instead of just *“Intern,”* be more specific to indicate the nature of the position such as *“Marketing or Publishing Intern.”*

**Description:** Write a general summary for the position. This could be a few sentences summarizing the primary function and general purpose of this job.

For example: *“We are currently seeking a Photographer to join our Multimedia staff. The Photographer will be responsible for shooting sports, features, news, spot news, and other various multimedia events/projects.”*

Next, describe the main responsibilities or tasks for the position. Use action words to start each statement. Be specific.

*“The IT Specialist will be responsible for the following:*

- *Monitoring and responding to hardware, software and LAN problems*
- *Network troubleshooting, preventative maintenance, and repair*
- *Coordinating network restoration with appropriate System Engineers in cases of software or courseware failure”*

For internships, there should be a description of the competencies that the student should expect to gain as well as the type of training that will be provided. While interns may be asked to complete a variety of tasks, the majority of the interns’ assignments **must** be learning based. Primarily, an internship (whether paid or unpaid) differs from a job because the student’s *learning* is the central focus of the experience.

*“The Counseling Intern will:*

- *Observe and co-counsel individual appointments*
- *Gain exposure to various assessments and resources*
- *Participate in on-going training and role-plays*
- *Develop effective peer counseling skills”*

**Qualifications :** List the skills, knowledge, qualities, education or training, and years of experience. If seeking an intern, you may indicate your preference for specific year in school or coursework desired. Specify which qualifications are required. You may also wish to include qualifications that are preferred or desired, but not required.

*“Dance Instructor Qualifications include:*

- *At least 3 years of previous professional performance and instruction experience*
- *Must possess dance training in jazz, tap, ballet, and hip-hop*
- *Aerial training a plus”*

In compliance with the Equal Employment Opportunity Commission, avoid any discriminating factors such as gender, age, ethnicity etc. Mention *“Our Company is an Equal Opportunity Employer”*. Please view our [Employer Recruiting and Posting on Purchase JobScore Policy and Guidelines](#) for more information

**Application Process:** Describe how you prefer candidates to apply. Most commonly, a resume and cover letter are required, but you may also request additional materials such as a writing sample, portfolio, clips, letters of recommendation etc. Indicate how the application materials should be submitted- via Purchase JobScore, your email, snail mail, or if there is an on-line or print application.

*For example: Please send resume and cover letter with salary requirements to [recruiter@company.com](mailto:recruiter@company.com).*

**Salary:** Listing the salary is not required; however, it is helpful to provide some information about compensation. You could make a general statement such as *“Salary is based on experience.”* If you wish to state actual numbers, you could indicate a range, *“\$11-16 per hour”* or ball park, *“annual salary is in the mid-30’s.”* For more information on salaries, use resources such as [salary.com](http://salary.com) or check similar job postings on-line.

If your position is an unpaid or credit-bearing internship, or volunteer opportunity, you may consider mentioning alternative “perks” to attract candidates, such as a stipend for travel or lunch vouchers if appropriate. Offering the option for students to earn academic credit is a good start. A travel stipend, lunch allowance, discounted merchandise / membership, conferences etc are great extras to mention.

It is important to be aware of the differences between hiring an intern and an employee. If a student is hired as an employee, the US Fair Labor Standards Act (FLSA) requires that he or she is paid at least minimum wage. Please refer to the **US Department of Labor Wage and Hour Division** [www.dol.gov/whd/flsa/index.htm](http://www.dol.gov/whd/flsa/index.htm).

If a student is hired as an intern, the employer is not required to provide compensation; however, the internship site must comply with the US Department of Labor’s Standards for establishing unpaid internships. Please refer to the **US Department of Labor; Fair Labor Standards Act** [www.dol.gov/whd/regs/compliance/whdfs71.pdf](http://www.dol.gov/whd/regs/compliance/whdfs71.pdf)

### **Purchase JobScore**

Purchase JobScore is a part of the NACELink Network which brings together the best of the National Association of Colleges and Employers (NACE), DirectEmployers Association, and Symplicity Corporation, an advanced technology provider for higher education and government. Through Purchase JobScore you can post your opportunities for **FREE** to Purchase College, or to [multiple regional schools](#) for a small fee.



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