

Get applicants: Position descriptions that grab attention!

With over 20,000 opportunities posted annually in our Handshake database, we recognize the importance of our employers having position descriptions that are appealing to our students and alumni. We hope this resource will provide you with some quick tips for developing a stand out posting!

An effective position description...

- Is clear, exciting, and educates applicants on what they will be working on
- Lists the skills needed to be successful
- Assists applicants in determining if the position is something they are a good fit for

In Handshake, we require our employers to provide a minimum of a one to two paragraph company overview/position description in all of their postings.

Social Media 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 memes? Social Media Corp is a San Francisco based tech startup set on changing how the world discovers and promotes news. We have over 15 million monthly unique visitors and many of the world's biggest companies including SONY and the NFL use our site every day.

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 executive staff and will work 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:

- How to create a long term social media plan and marketing calendar.
- How to track social media analytics using HootSuite, Bit.ly, and other software, and report results and new ideas to our marketing team.
- How to create compelling content and get it shared by influencers.
- Techniques to create viral loops between our Facebook Page, twitter, and blog accounts
- Much more – your will work closely with our Director of Marketing and other team leaders.

What We Require:

- Background in Marketing, Communication, or other related discipline.
- Highly organized, with an ability to prioritize time-sensitive assignments.
- Fearless – not afraid to be a bold and outside the box thinker.
- Love for using social networking sites, and general excitement to learn new skills.

If this sounds interesting we want to hear from you.

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 resume, cover letter and portfolio to John Doe using the apply button below

Job Posting Essentials

by EmploymentCrossing

- [Proper Formatting of Job Postings](#)
- [What is the Best Format for a Job Posting?](#)
- [Writing Results-Oriented Job Descriptions](#)
- [5 Job Posting Mistakes to Avoid](#)
- [Get Better Results From Your Job Posting](#)
- [Ensure Your Job Descriptions are Giving You Great Results](#)
- [5 Must-haves While Posting Jobs](#)
- [Do Job Titles Matter in the Long Run?](#)
- [Create High-impact Job Descriptions as an Effective Recruitment Strategy](#)

*Thank you to InternMatch for providing this excellent sample description!