

SAMPLE
Job Description for an Internship

Mission Statement To prepare college juniors and seniors for entry into the ____ world by providing a thorough understanding of the _____ functions of a _____ services organization to include theory and practical application of attained knowledge.

Program Objectives

Business Management

- Develop an entrepreneurial business mentality.
- Understand how major companies rate and communicate employee performance.
- Understand ethics, compliance, and business conduct issues pertaining to our industry.
- Understand time management requirements when working with individual agents or marketing teams.
- Manage a budget along with the firm's marketing director and help to move the marketing department to a neutral cost burden within the firm.

Marketing/Sales

- Understand the needs of the small business and affluent individual target markets.
- Learn how to apply marketing skills and tactics.
- Develop presentation skills.
- Learn marketing tracking techniques.
- Develop and coordinate firm wide mailing campaigns.
- Understand and assist in the execution of Event Planning for clients and prospects.
- Understand the necessity of detailed market research.
- Learn and manage a firm wide Database information system to execute specific local campaigns and initiatives.
- Become familiar with graphic design software programs.
- Develop competencies in market planning and plan management
- Work with the firm's unassigned client base in developing communication tactics.
- Report directly to the firm's Marketing Director for additional marketing related duties.

Product

- Understand the basic target marketing and seminar selling delivery systems.
- Gain substantial knowledge into insurance and investment products.

Personal Development

- Develop planning, organizational and time management skills.
- Increase knowledge of computer skills and technology.
- Learn campaign management and delivery.
- Develop team-based work competencies.

Selection Criteria

Our Goal of this *Intern* training program is to establish a fundamental business foundation in these key areas:

- Business Management
- Marketing and Sales Skill Training
- Insurance and Investment Product Knowledge
- Personal Development
- Technology Training
- Team-based relationships including mentorship

The Marketing Director or Managing Partner of the firm will employ an assessment to help the student determine his/her level of competency in the marketing process and local campaign reviews on a regular basis. The attached tool will be the basis for these assessments.

Program Incentives

1. The primary incentive in this program is the opportunity to investigate a career opportunity in the financial services industry with hands-on experience prior to graduation. Once completed, the intern will have sufficient knowledge necessary to determine if a career in the financial services industry, or in a marketing role, is the right opportunity to pursue.
2. You will be participating in actual marketing campaigns, development, and roll-out. Pre, present, and post activities of the campaign to include, but not limited to, actual follow-up and tracking of the campaign results.
3. You will work closely with the Marketing Director supervisor to develop campaigns and effectively manage them within the firm.
4. You will develop skills vitally important in today's business environment including team-based interaction, the ability to manage outcome without having direct authority over others, and the capability to aid in the definition and the direction of local firms marketing initiatives.

Work Schedule

Your work schedule will include marketing sessions, training classes, and mentor sessions with your direct supervisor as well as other managers in the firm. You should expect to spend a minimum of 30 hours per week in the structured activities in our local office.

On the job training will occur daily at the direction of our local _____ department. The transition to the above model to provide practical application based on the attached marketing stage tool and the knowledge and skills learned beyond this point, will be evaluated in conjunction with your onsite internship supervisor and college advisor.

Compensation

Although this internship is (paid or unpaid), we will work with the student and his/her school to assist the individual in receiving college credit. (Optional). A stipend, or reimbursement for expenses incurred on the student's behalf may also be considered. (Company Name) offers many opportunities to increase your knowledge of business, personal development, and technology skills. This will not only benefit your growth at our firm but with your entire future.

Bi-weekly

The intern will have the opportunity to discuss issues and offer input regularly with the firm's Home Office located in (City, State). This exchange of ideas and additional consultation will occur on a bi-weekly basis with the _____ supervisor in attendance.

Submission

If an internship in _____ with a major _____ company appeals to you, please submit your resume and a cover letter to the (Company Name) office noted below:

- Company
- Contact Name
- Address
- Telephone/Fax Number and Email