

Potential Intern Assignments

Successful internships provide meaningful learning experiences for the intern and create a pipeline of fresh talent for your organization.

Marketing/Communications

- Research the viability of a new campaign
- Plan and coordinate an event or meeting
- Generate a marketing plan, or other report
- Play a role on a campaign or promotion
- Create promotional materials for an event
- Copywriting, editing, proofreading
- Produce a PowerPoint presentation or video
- Write press releases and articles
- Write internal communications
- Create and author a blog
- Monitor and respond to blog entry comments
- Assist in the creation of signage, circulars, mock-ups, email campaigns, online promotion, etc.
- Assist in the distribution or delivery of marketing materials
- Assist with fulfillment of marketing offers
- Assist with execution of trade shows

Human Resources

- Contribute to onboarding with new hire materials
- Manage logistics for workshops or training sessions
- Assist with the preparation and delivery of training materials
- Compile employee manuals
- Develop process directions for tasks with high employee turnover
- Aid in the modification or enhancement of your internship program
- Create a welcome video for future interns
- Help screen and train a replacement intern prior to departure
- Develop YouTube videos for essential skills

Logistics

- Source goods
- Search for lower-cost sources for high-volume materials
- Support distributors/vendor partners

Accounting & Finance

- Post journal entries
- Assist with month-end financial reports
- Help with accounts receivable, payable and bank statement reconciliations
- Assist with audits
- Balance sheet reconciliations
- Work with the finance team on yearly forecasting efforts
- Generate a financial forecast, or other report
- Prepare a budget
- Prepare financial reports
- File financial reports
- Manage the monthly tracking of physical inventory
- Support the payment processing team
- Credit checks
- Research new methods for costing or pricing
- Competitive analysis/product comparison
- Compile and present statistics

Digital Marketing

- Website and social media optimization
- Monitor and post on blogs, forums, and social networks
- Research and identify the most influential blogs in the industry. Follow them and provide weekly reports or updates
- Online outreach and promotion using Facebook, LinkedIn, Twitter, Instagram and more
- Suggest ways in which your current social media strategy can be enhanced
- Evaluate various social media platforms
- Create a proposal on a potential social media strategy
- Critique company website from the user perspective, brainstorm ideas for boosting the user experience
- Keyword analysis
- Cost/benefit analysis

“ If it scares you it might be a good thing to try. ”
~ Seth Goden

Graphic Design/Creative

- Provide creative input
- Contribute to website design project
- Work with Photoshop to create and edit content
- Create support materials such as charts, graphs, posters or other visuals
- Assist with logistics, layout, design, photography for print ads, TV, outdoor, direct mail, collateral, digital (content and ads) and social executions
- Help organize storage libraries

Data Analytics

- Assist in writing sections of reports
- Research the visibility of a new program, campaign, or initiative; compile and present statistics
- Perform a study or survey, analyze and present results
- Perform laboratory tests

Sales

- Build a company sales database
- Enter contact information into contact management systems
- Perform analysis of marketing and sales data
- Seek and analyze competing marketing and sales materials both on and offline
- Scan industry media for news items, provide regularly scheduled updates
- Accompany employees to client, sales or other outside meetings
- Serve as a liaison between the company and clients or vendors
- Schedule presentation locations and dates
- Conduct follow-up phone calls to confirm RSVPs
- Conduct follow-up phone calls with prospects to determine interest

Information Technology

- Evaluate some area of IT functionality to improve efficiency, streamline programs, or cut costs
- Clean up existing databases
- Perform hardware and software modifications

Daily/Weekly Responsibilities & Tasks

- Check voicemail and email
- Reply to messages
- File
- Schedule meetings
- Follow up with potential clients
- Scan industry blogs and report on competitor activities

Operations

- Take inventory
- Place supply orders
- Materials inspection
- Quality control
- Assist in performing ergonomic evaluations, time studies, simulation, and line balancing to improve productivity
- Study and make suggestions to improve plant safety
- Cost analysis
- Process documentation
- Capacity utilization and analysis
- Optimize assembly flow and process to minimize people per machine per day
- Generate cost-cutting suggestions

Office Productivity

- Search for lower-cost sources for high-volume materials
- Complete a backburner project that has been bogging down permanent staff
- Propose solutions for a mid-level problem that no one has had time to address
- Take responsibility for some regularly scheduled task. For example, planning weekly office supply order
- Initiate/lead a lean approach to improve office productivity

“The expert in anything was once the beginner.”

To build a successful internship program download the **AFE Business Internship Employer Resource Guide:** www.endowment.org/biz