

Strategies for Promoting Your Internship Opportunity to Queen's Students

- Make your **job description clear and interesting**. Students are more likely to apply for positions when they are clear about what the role is, what the opportunities for learning are, and the benefits of the position over others.
- In the job description, consider **featuring company benefits/perks**, comments around **company culture**, and highlighting other items of the job that students may enjoy.
- **Consider the requirements** for the position. If the requirements are too large, students who could have been a great fit may not apply if they do not think they can meet the posted requirements.
- Send your posting with enough time for **at least 2 weeks before the closing date**. Students are busy, and while they monitor new postings, they also take time to write targeted applications. If the timeline is very short (e.g., a week or less) you may miss strong candidates.
- Be clear about your actions on **increasing equity, diversity, and inclusion**, not just in your job posting, but on your website, in recruitment processes, and all actions. This will ensure that students from equity seeking backgrounds can see and assess your organization's commitment and culture.
- Consider hosting an **online info session during the time your job posting is up**. You can insert a **link in your posting**, which will allow interested candidates to learn more about your organization and opportunity. The same applies for employer competitions and employer networking events – place these events directly in your job posting.
- Longer-term strategies:
 - Build brand awareness by **being visible to students – attend career fairs**. Students are most familiar with large, well-known employers, but over time, can become familiar with others through exposure.
 - **Ensure interns have great experiences** so that when they speak with fellow students, they can share positive experiences about your organization.