

How to write an attractive ad

More and more organizations offer internships and the competition for the interns is greater than ever. In order to get more students interested in your internship placement you therefore need to make your offer as interesting and attractive as possible. And remember, the more the applicants and we at FUF know about your placement, the easier it is to find the right candidate. Therefore, it is important that you put some effort into your ad – it will be beneficial for all parties involved!

Be clear! Describe carefully which work tasks the intern will get, preferably with examples. Consider that a qualified internship must offer tasks that the student can make use of in his or her education and future work life. The work tasks should therefore be such that require an academic education. Examples of work tasks can be writing reports, research and compile results, participate in meetings, arrange conferences/seminars, project management, etc. Also consider how you "sell" your workplace. Those who apply might not have any prior knowledge of who you are, which makes it even more important that you explain what the intern can learn from you specifically. Can they acquire key competences with you that are valuable for people who want to work with global sustainable development? Please consider:

- What prerequisites are there? What can you offer an intern?
- What development- and learning opportunities does the internship entail?
- How independent will the intern be?
- What support is there?

Be concrete when you describe what competences and interests you are looking for in an intern. Use known concepts, such as knowledge in trade, equality, environmental issues, etc. This makes both the recruitment process for FUF easier, as well as the application process for the students, since he or she easily can understand what the internship entails. Please consider:

- What university education and previous knowledge are adequate for your internship?
- What other experiences do you value?
- What motivations and qualifications are suitable?

In order to increase diversity and equality among the applicants you should:

- **Review your requirement profile.** Remember that how you frame the internship will affect who can apply.
- **Make a gender-neutral ad** – will the ad speak to both genders? Does the ad benefit or disfavor any of the genders?
- Are there any **demands or requirements that might exclude** candidates in vain? Does the candidate have to speak fully fluent Swedish or English for example? Could it be enough to speak it well?
- **Increased diversity among the applicants can be achieved by**, for instance, listing language skills, experience from living in another country and/or intercultural competence as meriting. Also consider how you phrase this: for example, "living in a partner country" instead of "studying in a partner country", etc. The details can make all the difference!
- **Consider who you will need in the future.** Watch out for hiring copies of yourself – your organization and its activities will probably benefit from diverse perspectives and experiences!

Questions? Contact FUF at:

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