

FUF's tip on how to write an attractive ad

The competition for interns is greater than ever. In order to get more students interested in your internship placement you need to make your offer as interesting and attractive as possible. And remember, the more the applicants and we at FUF know about your workplace, 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:

- **Inclusive wording:** Does the wording on the advertisement exclude a certain type of student? How can you best ensure that students with different backgrounds and conditions get a chance to join?
- **Requirements:** Dare to question the competence requirements - are they there out of old habit? Is e.g. very good knowledge of Swedish a **requirement** to be able to carry out the internship? Or is it only **meritorious**?
- **Abroad experience:** Broaden this concept from study abroad or MFS to also reward having grown up or lived for long periods in a country. Is e.g. Middle Eastern studies better than having grown up in the region? Formulate this in a way in the ad that captures students' valuable experiences even if they cannot attribute it to "studying abroad".
- **Learning process:** Important to give students a chance to develop in their role. Feel free to emphasize qualities such as curiosity and interest, rather than prepackaged knowledge. Remember that an internship is not an additional recruitment but an opportunity for a student to learn about your work and develop practical skills based on the theoretical knowledge they have acquired during their studies. A student with a weaker CV can be just as much of an asset as someone with lots of previous credentials.
- 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!

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