

# FUF's tips – write an interesting ad

The competition for interns is high today. In order to get students interested in your internship, you need to make your internship offer as interesting as possible. The more the applicants and we at FUF know about your workplace, the easier it will be to find the right candidate for you. **Therefore, invest time on the design of the ad - it benefits all parties!**

**Be clear!** Clearly describe what tasks the intern will have, and give examples. Keep in mind that a qualified professional internship should offer tasks that the students will benefit from in their university education and in their future working life. The tasks must therefore be those that require an academic education. Examples of tasks can be writing reports, compiling results, participating in meetings, organizing conferences/seminars, project management, etc.

Also think about how you "sell" your workplace. The person applying for an internship may not have any prior knowledge of your workplace - then it is especially important to explain what the intern can get from you. Therefore, clearly describe what learning opportunities the intern is offered with you. Can you offer learning opportunities in key competencies that are valuable to people who want to work on global development issues? If so, be clear about it because it is a competitive advantage.

**Think about:**

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

**Be specific** when you describe what skills and interests you are looking for in an intern. Use accepted concepts such as knowledge in trade matters, gender equality, environment etc. This makes it easier for FUF's recruitment and for the candidates applying for an internship because they can then quickly familiarize themselves with what the internship entails. Think about:

- Which university educations and prior knowledge are suitable?
- What other experiences do you value?
- What driving forces and characteristics are suitable?

To **increase diversity and equality** among applicants, you should:

- **Review the requirements profile.** Dare to question the competence requirements - are they just old habits?
- **Make a gender neutral ad** - does the ad appeal to both genders? Does the internship job description favor or disfavor either gender?
- **Are there any requirements that exclude candidates unnecessarily?** Must the intern e.g. speak excellent Swedish? Maybe good Swedish is enough?
- **Increased diversity among applicants can be achieved by e.g.** list language skills, experience of having lived in a partner country and/or intercultural competence as meritorious. Also think about how you phrase this: eg "lived in partner country" instead of "studied in", etc. The details can make a big difference!
- Think about who you need in the future. **Beware of hiring copies of yourself** - organizations thrive on diversity!

**Questions? Contact us!**

Föreningen för utvecklingsfrågor  
praktik@fuf.se, 070-090 60 32