



# ASI Internship Program

## Step-by-Step Intern Hiring Guide

### FIGURE OUT WHERE YOU NEED HELP.

A good place to start is by making a list of projects you'd like to do but don't have the time to complete. Then, determine whether an intern could work directly on those projects or if they could take anything else off your plate.



### Past companies have used interns to:

- Perform sales research
- Update their website and social media
- Help tap into business that otherwise would not have been reached
- Market products
- Create virtuals and give support to the sales force
- Build and update client online stores
- Create product videos
- Update SEO meta tags to get sites in great shape for the holidays
- Facilitate the data migration of new software
- Assist with account list cleanup

### DRAFT A JOB DESCRIPTION.

Once you know what your intern will be doing, you can draft a job description. Be sure to include:

- Company information
- Clear description of responsibilities
- Experience requirements
- Any special skills needed
- What they will get out of the internship

### We recommend looking for high school students, college students or recent grads with:

- Some experience with sales, marketing or business development
- Proficiency with MS Office Suite
- Strong communication skills
- Organizational skills with ability to prioritize
- Creativity, energy and flexibility

## DISTRIBUTE YOUR JOB DESCRIPTION.

Now that you have your final job description, it's time to choose how you'll share it. You can do one or more of the following:

- Send it to employees, clients or friends who know potential candidates
- Contact college career centers
- Post it on social media
- Advertise the position on job boards

## Ideas of job boards to use:

- LinkedIn
- Handshake
- InternshipFinder
- Indeed
- ZipRecruiter
- Local College/ University Job Boards



## CHOOSE CANDIDATES.

Once you start getting applicants, you'll need to select which ones you'd like to interview. A good place to start narrowing down the list is by looking at resumes. Here's what to look for:

- Well written and formatted
- Has been proofread
- Contains detailed experience applicable to internship
- Related major

## If you can't narrow down by resume alone, you can conduct a quick phone screen:

1. Develop a list of 3-4 questions relevant to the job.
2. Call each candidate and ask the questions.
3. Listen to not only what they say but if they use a professional tone and language.
4. Move applicants who do best on a phone screen to the next stage: a longer interview.

## CONDUCT INTERVIEWS.

Now that you've narrowed down your list, it's time to start scheduling interviews. Whether an interview takes place on the phone, online or in person, here are a few things to keep in mind:

- Ask questions related to the job responsibilities as well as behavioral questions (e.g. What would you do in this situation?).
- Review the candidate's resume before the interview so it's fresh in your mind.
- Describe the company and position to the candidate in an easy-to-understand way and answer any questions they have.
- At the end of the interview, give the candidate a timeline so they know the next steps.

## If you need help developing interview questions, here are a few you can use:

- What do you know about our industry?
- Why did you choose your major?
- Tell me about your course work. In what ways is it relevant to this position?
- What skills do you have that will help you excel during this internship and how do you plan to implement them?
- What are your expectations for this internship?
- What skills would you like to gain from this experience?
- What are your plans after graduation?



## MAKE FINAL DECISION.

Now it's time to choose which candidate you want to hire. To help you make the right selection, here are a few questions you can ask yourself:

- Who showed the most enthusiasm for the work you're doing?
- Who displayed a skill set that would add value to your business?
- Will this candidate gain something from interning with your company?
- Is there experience a candidate has that you could learn from?

## Still stuck? Take a look at this list of traits to look for in an intern:

- Positive attitude/willingness to learn
- Strong communicator
- Good work ethic
- Able to adapt to different situations
- Fits with your company culture



## SIGN THEM UP FOR THE PROGRAM.

Once you've hired an intern, don't forget to sign them up for the ASI® Summer Internship Program by visiting the ASI Internship Website.



## As part of the program, ASI will provide your intern with:

- FREE ESP+ access for the summer
- Webinars that provide an industry overview
- An invitation to attend ASI Show® Chicago
- A \$1,000 scholarship opportunity
- A certificate of completion

**ASI Internship**  
PROGRAM

**Get Started Now.**