



# Step-by-Step Intern Hiring Guide

## FIGURE OUT WHERE YOU NEED HELP

To start, make 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
- Comfortable using AI tools (e.g., ChatGPT) to research, draft content and work more efficiently

## DISTRIBUTE YOUR JOB DESCRIPTION

Now that you have your final job description, choose how you'll share it:

- 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 get applicants, select which ones to interview. Review resumes and look for:

- Well-written and formatted
- Error-free
- Relevant, detailed experience
- Related field of study

## 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. Pay attention to what candidates say, as well as their tone and communication style. Does it align with your company culture?
4. Move applicants who do best on a phone screen to the next stage: a longer interview.

## CONDUCT 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

It's time to decide who to hire. Ask yourself these questions:

- 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 SUMMER INTERNSHIP PROGRAM

If you hire a summer intern, you can 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

Interested in the ASI Summer Internship Program?  
**Let us know** and we'll keep you in the loop.