

# **Marketing Your Internship to Find a Job**



# Introduction

- YES
  - Non-profit
  - In existence for 20+ years
  - 3 department: Entrepreneurship, Artist and Job Search
- Internships
  - Not everyone has the opportunity to participate in an internship
  - Highlighting your internship is one way you can set yourself apart from everyone else



# 1<sup>st</sup> Individual Activity:

- What was your biggest takeaway from your internship?
- What 1) hard skill 2) what soft skill did you strengthen the most?
- Did you have a mentor during your internship? (were you mentored during your internship?)
- Did you participate in weekly meetings?
- Did you have to write a log or keep a journal?
- How has your internship affected your goals?

- Go over answers as a group

# Ways to Market your Internship

- Résumé
- Cover letters
- Interviews
- LinkedIn (headline, summary, messages)
- Networking
- When you introduce yourself
- Informational meetings

# Résumé

- The Education section or
- The Experience section
- Create a section called “Internship Experience”
- Key words from your internship
- Mention other organizations and the Governments you worked with during your internship
- Sample resume

# Cover Letters

- Mention contacts' names
- Key words from your internship
- Mention other organizations and the Governments you worked with during your internship
- Through examples from your internship, persuade the reader that you deserve to be invited in for an interview
- Persuasive essay
- Compare (not contrast) essay

# Interviews

- Key words from your internship
- Mention other organizations and the Governments you worked with during your internship
- When you are asked behavioural questions, give an example from your internship (prepare this beforehand)
  - “Tell me about a time when you solved a problem” “Tell me about a time when...”
  - Practice your answers before the interview



# 2<sup>nd</sup> Individual Activity

- Write out your answer for “Tell me about a time when solved a problem”
- Be ready to share it with the group

# LinkedIn

## Headline & Summary & Messages

- Mention other organizations and the Governments you worked with during your internship
- Key words from your internship

# **3<sup>rd</sup> Individual Activity**

- Write your summary using first person (I)

# Networking

- Key words from your internship
- Mention other organizations and the Governments you worked with during your internship
- Mention contacts' names

# 4<sup>th</sup> Individual Activity

- Write out how you would answer the question “what do you do?”

# When You Introduce Yourself

- Workshop
- Meetup
- Networking event
- Key words
- Mention other organizations and the Governments you worked with during your internship

# 5<sup>th</sup> Individual Activity

- Write out how you would introduce yourself at a networking event

# Informational Meetings

- The person who you are asking questions to might ask you to tell them about yourself
- If the person mentions that they did an internship, you can mention your internship



# Interesting Resources

Unique Entry-Level positions available through:

- Mitacs Career Connect Portal
- Eco Canada
- Canadian Government (Career Focus paid Internship program, jobs at Fed. Gov't)
- Quebec Government (Jeunes Volontaires)
- Angel List

# One-on-One Guidance

- McGill Career Planning Services (CaPS)

Alumni have access to all the CaPS services **free for up to one year** after the end of the last semester in which they paid their Student Service fees.

- YES (Government funded)

Free Drop-In appointment (M-F, appt. between 12pm-1pm)

Free short/long term Career/Job Search Counselling



# Any Questions?

