



# Access, Assess, and Hire Early-Career Talent with Micro-Internships

# Welcome to a New Era of Early-Career Hiring



## PARKER DEWEY

**What We Do:** Parker Dewey's platform helps organizations access, engage, assess, and hire early-career talent through short-term, paid professional assignments called Micro-Internships.

**About Parker Dewey Micro-Interns:** Connect with our nationwide network of diverse students and recent graduates from 5,900+ secondary institutions who are excited to complete real-world work experiences to demonstrate skills, explore career paths, and find the right full-time role.

**At Parker Dewey, we're not just filling positions. We're building bridges between education and employment one Micro-Internship at a time.**

 FLEETCOR® 

 Microsoft







# Defining Micro-Internships

Micro-Internships are **short-term, paid, professional projects** that can be completed **on-demand** by highly motivated early-career talent.

- **Projects**: Involves a specific deliverable, as opposed to ongoing or regularly scheduled tasks
- **Short-term**: Typically a total of 10-40 hours of work by the Micro-Intern
- **On-demand**: can be done year-round, with no administrative burdens (payroll, legal, etc.)
- **Paid**: Fixed cost to make it simple, usually \$300-\$600 per project
- **Professional**: Similar to what would be assigned to an intern or new hire

Micro-Internships provide a valuable way to **access, engage, assess, and hire** for traditional internships and full-time roles.



# Primary Reasons Companies Use Parker Dewey

## RECRUITING

### Confirm Fit and Hire with Confidence

**Goal:** Identify, audition, and hire talent for a specific opportunity (internship, co-op, full-time role, etc).

**Micro-Internship Details:** Project demonstrates specific skills that align with the longer-term role. Typically project has “Audition” in the title and will hire 5+ candidates.

### Build Talent Pipeline & Brand Awareness

**Goal:** Access talent who might be a good fit for your industry and organization, but may not have previously been aware of or familiar with it.

**Micro-Internship Details:** Typically research or “Campus Ambassador” projects. Often will hire multiple Micro-Interns per project.

## GET STUFF DONE

### On-Demand Project Support

**Goal:** Get support and fresh perspective for projects that aren't the best use of your current team's time.

**Micro-Internship Details:** The skills required range significantly depending on the needs of the organization.



# Recruiting with Parker Dewey: Deeper Insights. Smarter Decisions.

Parker Dewey's Candidate Intelligence Platform helps you go beyond resumes and GPA. Track behavioral and performance indicators, from follow-through to problem-solving, to identify who's truly ready to succeed.

*All in one place.*

**60%+**

lower cost-per-hire



**70%**

faster time-to-hire



**98%**

first-year retention



**14**

candidate insights



# Enhanced Recruiting Efforts

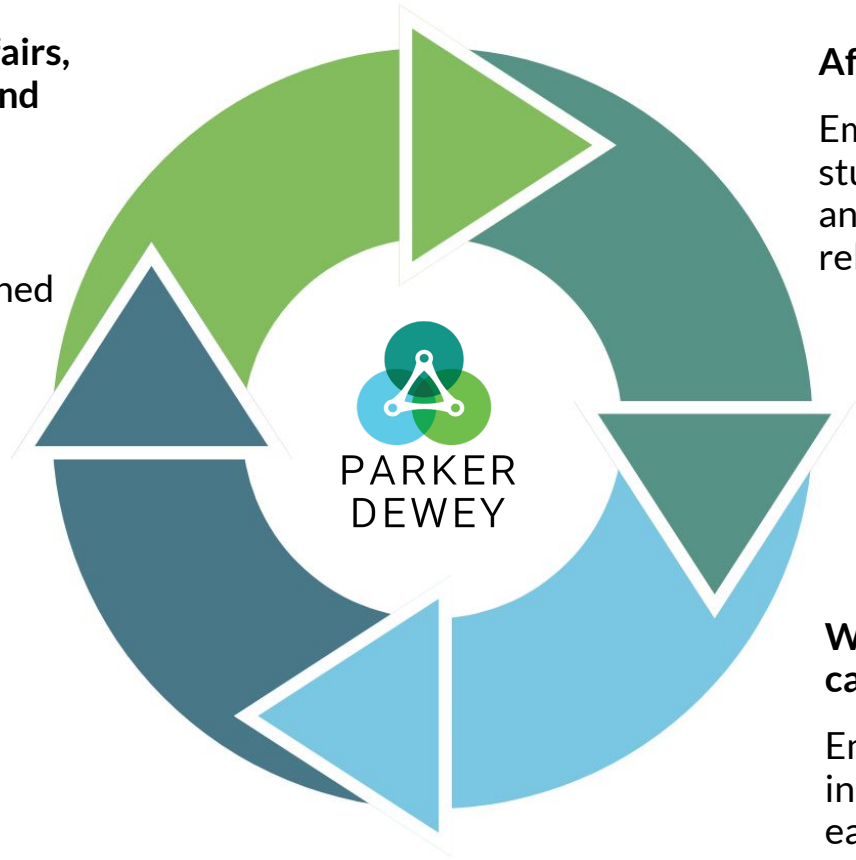
Aligns to what you're already doing, resulting in more meaningful outcomes.

**Before career fairs, info sessions, and other events**

Employer drive interest from candidates aligned to their goals

**If employers can't visit campus**

Reach, engage, and assess candidates



**After campus visits**

Employers keep students engaged and strengthen relationships

**When evaluating candidates**

Employers gain insights on skills earlier in the process

# Confirm Fit and Hire with Confidence:

## Transforming a Role Into a Targeted Micro-Internship

### Example Job Description:

#### *Entry-Level Data Marketer*

Assist in gathering, analyzing, and reporting marketing data to drive campaign strategies and measure effectiveness. Support content strategy and marketing initiatives through competitor analyses, performance metrics, and data-driven insights. Provide recommendations based on key findings to enhance campaign performance and strategic direction.



### Micro-Internship:

#### *Competitive Campaign Analysis*

Research competitor marketing campaigns to identify effective tactics and provide recommendations on how to strengthen our competitive edge.

### Skills

- Market research
- Data analytics
- Problem solving
- Communication
- Intellectual curiosity
- Professionalism



# Example: Confirm Fit and Hire with Confidence

## Smith+Nephew

### About the Company:

Smith+Nephew is a publicly traded medical device company, often recognized as a leader in the medical technology industry.

### Challenge:

The company struggled to reach target demographics and to find the right fits for their Commercial Leadership Rotational Program.

### How Parker Dewey fit in:

Smith+Nephew used Micro-Internships to reach talent that didn't otherwise have the time and/or awareness to engage with their company. The selected Micro-Interns were tasked with creating a pitch deck for a Smith+Nephew product, allowing the company to see the Micro-Interns' research and communication skills in action while giving the Micro-Interns a meaningful and impactful way to learn more about the company.

### Outcomes:

- 12 Micro-Interns auditioned
- 6 full-time offers extended, with 5 accepted
- Accomplished for less than 40% of typical hiring costs
- 100% retention one year after hire

# Examples: Build Talent Pipeline:

Engage talent earlier with straightforward projects that build awareness.

## Campus Ambassadors

When motivated students to act as ambassadors between your company and their campus, they better understand your organization as they promote it to their peers. This can also be a great way to generate interest in advance of career fairs.

Example:



## Projects that assess soft skills

Research and other straightforward projects give students the chance to learn about what you do early in their college careers, while you get to assess the research, communication, and other soft skills that are crucial in a good hire.

Example:



## *More than half*

of Micro-Interns report awareness of a company they weren't previously familiar with as an outcome of their Micro-Internship.

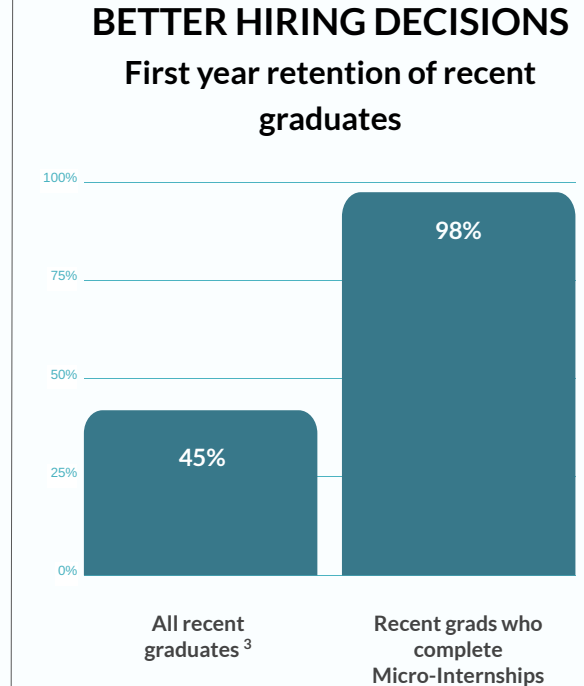
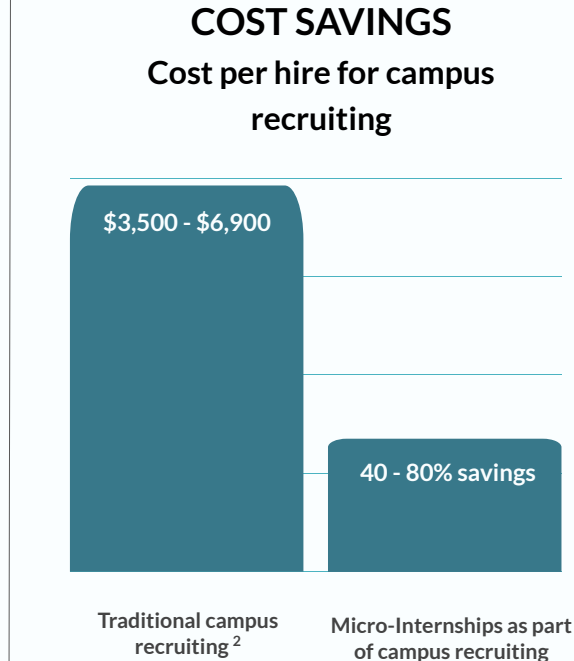
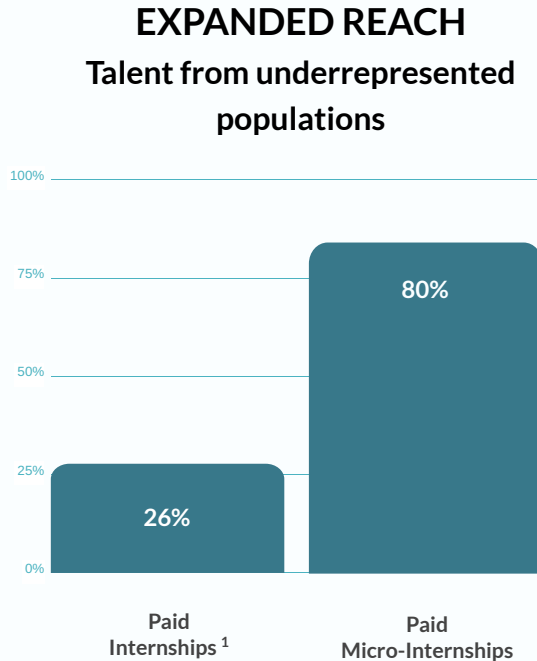
"I wasn't familiar with Northrop Grumman at all before finding this Micro- Internship. I had no idea how big of a company it was."

Alex Mora, Micro-Intern



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# Recruiting Outcomes By The Numbers



<sup>1</sup> According to the National Association of Colleges and Employers (NACE) Student Survey Report.

<sup>2</sup> Based on averages compiled by the National Association of Colleges and Employers (NACE) Recruiting Benchmarks Survey.

<sup>3</sup> According to the U.S. Bureau of Labor Statistics National Longitudinal Surveys.



# Employer Perspectives

Real examples of how organizations enhanced their campus recruiting

Corpay<sup>^</sup>

Smith+Nephew

JLL

BECHTEL

Lenovo

EY

xylem

ADM

SIRM<sup>®</sup>



INDIANA  
FOR THE BOLD  
Economic Development Corp.

Northwestern  
Mutual<sup>®</sup>

HCA<sup>+</sup>  
Healthcare

amazon

TRANE  
TECHNOLOGIES<sup>™</sup>

Microsoft

HubSpot

NORTHROP  
GRUMMAN

PARKER DEWEY

# Get Stuff Done:

On-demand support for projects that aren't the best use of your time.



- Think about what's on your plate.
- Identify projects that will help you move forward with your goals, but don't require onboarding.
- Make sure the project involves specific deliverables and professional skills (consult [our guide](#) for help writing your project description).
- Post your project on Parker Dewey!

# Post a Micro-Internship in Three Easy Steps

1

## Post Your Project

Think about your longer-term goals (hiring, recruiting, or on-demand project support) and post projects that align.

2

## Select Who You Want

You'll only see candidates who have proactively expressed interest in completing your assignment.

3

## The Work Gets Done

You can communicate with the student as much or as little as you want and in whatever way is easiest for you.



# Next Steps Based Based On Your Goals

## RECRUITING

**Confirm Fit and Hire  
with Confidence**

**Build Talent Pipeline &  
Brand Awareness**

**Schedule a one-on-one meeting with our team**

We'll help you identify, scope, and post opportunities that will serve your longer-term recruiting goals.

emily@parkerdewey.com

[info.parkerdewey.com/demo-request](https://info.parkerdewey.com/demo-request)



## GET STUFF DONE

**On-Demand  
Project Support**

**Create your account  
and post your projects**

Get started at

[parkerdewey.com/on-demand](https://parkerdewey.com/on-demand)

