

Strengthen Your Recruiting Strategy: A Complete Guide On How To Use Micro-Internships To Improve Entry- Level Hiring Outcomes



How Micro-Internships Will Change Your Hiring Strategy for the Better



We've heard it time and time again—selecting the right college student or recent grad for an entry-level role is becoming increasingly difficult. Filtering algorithms and assessments cannot differentiate a good candidate from a great one, and interviews are insufficient to identify the best fit for a company. To address this challenge, Micro-Internships have emerged, building upon the acceptance of freelance models to provide an innovative tool to enhance your hiring strategy, while also providing immediate support for hiring managers. The concept is simple—see potential talent in action while getting valuable projects done.



To make it easy for organizations to leverage this trend, Parker Dewey has built the largest network of Career Launchers—highly motivated college students and recent graduates—who are eager to execute short-term, professional assignments on behalf of companies as they seek the right full-time role or internship opportunity. Low-risk, low investment, and improved outcomes for your entry-level talent search.

Learn how to enhance your entry-level hiring methods in a way that also provides immediate benefits to hiring managers. We've outlined everything you need to know about entry-level hiring and how to build Micro-Internships into your hiring strategy in this guide.

Challenges of Entry-Level Hiring

With the hiring environment changing ever so quickly, the list of challenges continues to grow. Here are some of the challenges we've heard while working with thousands of hiring managers and HR professionals across various industries.



1

CULTURE AND COMPANY FIT

Despite putting candidates through lengthy assessments and interview processes, it is still difficult to determine if your new hire possesses the core skills necessary for the role and is aligned to the culture of the company. Interviews can often be misleading. A charming candidate may have what it takes to ace an interview, but may not be the person to nail the tasks that come with the job. On the other hand, a company may have appealed to a candidate just by a couple meetings with recruiters, but he or she realizes it's not the environment they excel in once they join full-time. After spending the time, money, and effort to onboard the new hire, there is a realization this is not a good company-candidate fit. The impact of poor fit leads to over 55% of new hires leave within the first year, creating massive costs and disruption for companies.



**HR OFTEN FACES
FRICTION FROM
HIRING MANAGERS
USED TO HIRING FROM
SPECIFIC SCHOOLS OR
BACKGROUNDS.**

2 DIVERSITY

Getting sufficient applications from diverse backgrounds is a tough battle on both ends. Employers aren't necessarily exposing themselves to diverse candidate pools and these same candidates are often overlooked or "filtered out" because they do not have the same academic pedigree, major, etc. that employers are used to looking for. And even when there are proactive efforts to enhance diversity, HR often faces friction from hiring managers used to hiring from specific schools or backgrounds.



3

LEAD TIME AND COMPETITION

Nowadays the hiring process can take multiple months, and competition for top candidates is fierce. Employers lose out on talented candidates who often drop out of the process or go with an employer who is able to move fast and make an offer. Not to mention the delay also pushes out valuable work that needs to get done. Finally, all companies are competing for the same candidates making the talent pool seemingly limited.

Every Entry-Level Role Requires These Skills

In addition to these challenges, there is significant media attention suggesting that recent college grads are not prepared for their careers. However, when the National Association of Colleges & Employers surveyed employers to better understand this, the data showed that the skills employers most wanted to see across roles and industries included:

- Attention to Detail
- Time Management
- Teamwork
- Grit
- Decision Making
- Problem Solving
- Self-Starter
- Reliability
- Communication
- Empathy
- Resilience
- Flexibility

These core skills have one thing in common: they are developed in college, but cannot be captured on a resume, predicted from a test, or properly assessed during an interview. Despite having these skills, the lack of visibility into these skills is the primary reason job seekers do not get matched for jobs they are well fit for.

Micro-Internships are a quick and easy way to assess for these critical skills while getting a project completed.

What Entry-Level Hires Want (and why you should care):

Simply put, it all comes down to fit. Career Launchers want to know that they have found the right place for them. Companies are often voted as great places to work for based on “best culture,” but what does that really mean? Is it free lunch? Slides in the office? T-shirts?

The reality is that today’s graduates look beyond many of the gimmicks and see the best culture as one that aligns to their professional preferences. They would like to know what their day to day is going to look like: Are junior people expected to be more entrepreneurial

or just do the role? Are responsibilities more fixed or project based? To that, what might be the “best culture” for one candidate could be dramatically different for another as some may prefer a rah-rah go team atmosphere, while others prefer one focused on independent performance. With that, It’s important to note that culture as it aligns to preferences may vary across departments or teams within the same company.

Unfortunately, the typical campus recruiting process does not allow for enough facetime and interaction

to properly determine fit for both parties. With the interaction usually limited to a phone call and a handful of in-person interviews, neither side can effectively make that judgement.



Micro-Internships: Entry-Level Hiring Meets Freelancing

With the increasing use of freelancers by hiring managers to complete professional assignments, HR professionals have a unique opportunity to address the challenges of entry-level hiring (along with diversity, retention, and other key drivers of success). By building Micro-Internships into your overall entry-level hiring strategy, you can address hiring challenges and needs quickly and efficiently, and do so in a way that hiring managers value as it helps get tedious day-to-day tasks off their plate. Micro-Internships tackle entry-level hiring challenges at their core as they allow companies to quickly identify candidates and assess fit in an authentic setting, and do so in a low-cost, low-risk way.

Specifically, Micro-Internships allow highly motivated college students and recent graduates to complete short-term, low-risk assignments on behalf of hiring managers—these are tasks that are either not the best use of time for hiring managers or are already being completed by freelancers (potentially without your knowledge). Not only do hiring managers benefit, but you can build your talent pipeline, more effectively assess full-time or internship candidates, and drive improved hiring performance.

Set up a Micro-Internship to Find Your Next Entry-Level Hire



1 POST YOUR PROJECT

Identify a current business need that could be fulfilled by an entry-level hire—this could come from an existing job description or directly from a hiring manager who would love the extra hand. That’s it—any of these tasks are the perfect basis for a Micro-Internship that you can post in under 5 minutes. Or, if you need some ideas, check out some examples of the top Micro-Internships for given entry-level roles below.



2 PICK A CAREER LAUNCHER AND THEY DO THE WORK

See the profiles of only those Career Launchers who apply and select who you want. Feel free to use the optional screening questions to narrow your applicants.

3 HIRE AT WILL (AND WITH NO FEES)

Once the project is completed, if you decide you want to move the Career Launcher along the hiring process for an internship or full-time opportunity, great—there are no costs or fees to do so. And even if you're not looking to make a hire right now, you are still building your talent pipeline with high caliber candidates.

Drive Hiring Initiatives. Get Work Done.

That's it. It's as simple as that. Not to mention, with the use of gig employees becoming more common everyday, this is something your hiring managers are already on board with. It's not a new process that will add work for either of you, but rather a way for hiring managers to get the support they need immediately and for you to enhance your current efforts. Finally, you will have hiring managers as part of the hiring process early on, helping you drive hiring initiatives as they relate to entry-level roles.

As a mission-oriented organization focused on improving college-to-career transitions for companies and Career Launchers alike, Parker Dewey has made it even easier for you to leverage Micro-Internships. Not only do we have the largest network of highly-motivated college students and recent graduates across the US, but there are no obligations, 1099s, or costs to hire—in fact, we love when companies make the right hire!

Micro-Internships In Practice: Projects and Assessments for the Top Ten Entry-Level Roles

After reviewing thousands of entry-level roles, we've identified the most common jobs and responsibilities for recent college graduates.



Use the following frameworks to launch a Micro-Internship program for hiring:

1. Sales Development Representatives
2. Marketing Associate/Coordinators
3. Content Specialists
4. Market Research Analysts
5. Social Media Specialist/Strategists
6. Customer Service/Customer Success
7. Project Management Associates
8. HR Coordinators
9. Financial Analysts
10. Software Engineers

Micro-Internships for Sales Development Representatives

We've identified the most common responsibilities outlined in SDR job descriptions:

- Ability to generate pipeline of leads and business opportunities through prospecting into companies
- Become an expert and effectively communicate value propositions to potential customers
- Confidently analyze market research and collaborate with sales team to develop and execute a prospecting strategy
- Conduct qualification debriefs with sales managers
- Conduct nurturing outreach to early stage opportunities
- Excellent written and verbal communication skills



While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities.

DESCRIPTION	SKILLS	
Ability to generate pipeline of leads and business opportunities through prospecting into companies	Grit/Drive	Time Management
Become an expert and effectively communicate value propositions to potential customers	Attention to detail	Persuasiveness
Confidently analyze market research and collaborate with sales team to develop and execute a prospecting strategy	Problem Solving	Analytical thinking
Conduct qualification debriefs with sales managers	Critical thinking	Coachable
Excellent written and verbal communication skills	Communication	Reliability

Many of these skills aren't captured on a resume and can't be assessed through an interview process, especially those soft skills that often make the difference. In reality, the only way to evaluate these skills is when you see these candidates in action. Micro-Internships are a perfect, easy, low-risk and low investment way for employers to see candidates demonstrate these skills first hand.

Building upon this, we have crafted and tested a handful of Micro-Internships that not only provide hiring manager with immediate value, but also will help you uncover these skills:

SAMPLE PROJECTS	
Competitive Mining	We would like you to research 15 companies that use one of our competitor’s services. Create a list in excel and use different tabs for each company. Provide a brief justification as to why you selected these specific companies. Use your research to decide what companies will make the final target list. Additionally, identify potential objections they might have to switching providers and provide suggestions on how to overcome them.
List Crunching	We will provide a list of 50 companies attending an upcoming conference or event, and would like you to determine the name of the CEO or other executive, contact information for that individual, a brief description of the company’s offering (ie market, product, etc.), and recent press highlights.
Lead Generation	We will provide a list of 50 accounts from our target contact list. We would like for you to mine through these accounts and find commonalities amongst the account contact and the account rep tied to the account. We will provide a fact sheet for all account reps tied to accounts from the target list. Once commonalities are identified amongst the rep and contacts, draft a message that can be sent via LinkedIn to get the conversation started. If there aren’t commonalities between the rep and contact lists, identify someone else within the account that could serve as a good intro.

Selecting a Sales Development Micro-Internship Candidate

In order to help you pick the best candidate, you can ask a question or two to screen the applicants. While not required, this is a great way to quickly learn about the candidates so you can select the best Career Launcher for your project. Here are the following we would recommend.

- Tell me about a time you had to convince someone of something.
- How would you approach this project?
- Provide an example of one prospect we should approach and briefly describe why.

While there may not be any “right” answer, these types of questions allow a Career Launcher to stand out by conveying an insightful perspective or passion for the role.

Assessing the Career Launcher:

As we highlighted, these assignments are a great way for you to assess if a Career Launcher has the Core Skills that are required to be successful in this role. To help, we included a few examples of questions to assess these skills in action.

PERSUASIVENESS

- Was their presentation compelling?
- How did they maintain specificity and showcase their hard work?
- Did they display confidence during their walk-through?

GRIT/DRIVE

- Was their work delivered faster than you had expected?
- Was it clear that the Career Launcher was genuinely interested in your company? (ex. Follow your company on LinkedIn, etc.)
- Based upon brief audit of their work, was their work thoughtful and meet/exceed expectations?
- Did they need assistance throughout the project or did they take the lead?

COMMUNICATION/WRITING

- Demonstrate strong writing and/or verbal skills - clear, concise, correct?
- Did they successfully relay insights that could be understood cross functionally by various member of the company?

ATTENTION TO DETAIL

- Follow directions as outlined in project posting?
- Was their work grammatically correct?

PROBLEM SOLVING

- Find the information that was requested though sources that may not have been obvious?

CRITICAL THINKING

- Did the Career Launcher understand how this project affects the business? If so, how early into the process?

COACHABILITY

- Handle feedback positively?
- Did they iterate on their work after feedback was provided?

Download a printable assessment template for Sales Development Micro-Internship assignments at <https://info.parkerdewey.com/entry-level-hiring-sdr>

Micro-Internships for Marketing Associates

We've identified the most common responsibilities outlined in marketing associate job descriptions:

- Ideate and coordinate with the marketing design and content teams
- Assist in creation of SEO, content, and design strategies
- Generate reports on marketing and sales metrics
- Gather and analyze consumer behavior data in web traffic and rankings
- Excellent verbal, written communication and presentation skills
- Creativity and an ability to think outside the box when tackling market strategies and campaigns
- Tech savvy - highly proficient with basic technology

While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities.



DESCRIPTION	SKILLS	
Ideate and coordinate with the marketing design and content teams	Teamwork	Communication
Gather and analyze consumer behavior data in web traffic and rankings	Research	Self-starter
Generate reports on marketing and sales metrics	Analytic mindset	Attention to detail
Assist in creation of SEO, content, and design strategies	Appetite for learning	Reliability
Excellent verbal, written communication and presentation skills	Communication	Time management
Creativity and an ability to think outside of the box when tackling market strategies and campaigns	Creativity	Grit/Drive
Tech-savvy, highly proficient with basic technology	Problem solving	Resourcefulness

Many of these skills aren't captured on a resume and can't be assessed through an interview process, especially those soft skills that often make the difference. In reality, the only way to evaluate these skills is when you see these candidates in action. Micro-Internships are a perfect, easy, low-risk and low investment way for employers to see candidates demonstrate these skills first hand.

Building upon this, we have crafted and tested a handful of Micro-Internships that not only provide hiring manager with immediate value, but also will help you uncover these skills:

SAMPLE PROJECTS	
Content Creation	We would like you to research and write a 500-750 word blog post on a topic that will be provided on the kickoff call. Additionally, design a marketing campaign to push out your newly written content. Be sure to provide rationale for the various marketing channels chosen and how you would measure the success of the campaign. Finally, briefly describe how you would adjust your marketing strategy to scale the campaign for a second iteration.
Social Media Calendar	We would like you to curate 15-20 publications for content we can re-purpose. The topic will be provided on the kickoff call. You will then draft social posts with a corresponding social media calendar that references the content you sourced. Be sure to provide rationale for your social media platform of choice.
Case Study Development	We would like you to develop a brief case study on a recent success we have had with a client that we can use for marketing purposes and partnership reference. We will provide information on the recent success, and would you to draft a one-pager that highlights the customer’s problem, alternatives considered and why they chose to work with us and the positive impact of their decision.

Selecting a Marketing Associate Micro-Internship Candidate

In order to help you pick the best candidate, you can ask a question or two to screen the applicants. While not required, this is a great way to quickly learn about the candidates so you can select the best Career Launcher for your project. Here are the following we would recommend.

- Why do you want to work on this project?
- How would you approach this project?
- Please share examples of your writing.

While there may not be any “right” answer, these types of questions allow a Career Launcher to stand out by conveying an insightful perspective or passion for the role.

Assessing the Career Launcher:

As we highlighted, these assignments are a great way for you to assess if a Career Launcher has the Core Skills that are required to be successful in this role. To help, we included a few examples of questions to assess these skills in action.

CREATIVITY

- Did they think outside the box and bring in an element of creativity you did not think of?
- Did their approach standout?

GRIT/DRIVE

- Was their work delivered faster than you had expected?
- Was it clear that the Career Launcher was genuinely interested in your company? (ex. Follow your company on LinkedIn, etc.)
- Based upon brief audit of their work, was their work thoughtful and meet/exceed expectations?
- Did they need assistance throughout the project or did they take the lead?

COMMUNICATION/WRITING

- Demonstrate strong writing and/or verbal skills - clear, concise, correct?
- Ask thoughtful questions while completing the project?

ATTENTION TO DETAIL

- Follow directions as outlined in project posting?
- Was their work grammatically correct?

PROBLEM SOLVING

- Find the information that was requested though sources that may not have been obvious?

CRITICAL THINKING

- Did they understand how this project affects the business? If so, how early into the process?
- Did they need assistance or did they take the lead?

Download a printable assessment template for Marketing Associate Micro-Internship assignments at <https://info.parkerdewey.com/entry-level-hiring-marketing>

Micro-Internships for Content Specialists

We've identified the most common responsibilities outlined in content specialist job descriptions:

- Conduct research to curate new and focused content
- Write and edit content for company blog, sales, marketing materials, company events
- Create content strategy and maintain editorial calendar
- Organizational skills, writing proficiency, design and layout skills
- Richly communicates: asks questions, probes, listens, responds

While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities.



DESCRIPTION	SKILLS	
Conduct research to curate new and focused content	Grit/Drive	Research
Write and edit content for company blog, sales, marketing materials, company events and other cross functional needs	Team player	Creativity
Create content strategy and maintain editorial calendar	Attention to detail	Analytical thinking
Organizational skills, writing proficiency, design and layout skills	Decision making	Problem solving
Richly communicates, asks questions, probes, listens and responds	Communication	Critical thinking

Many of these skills aren't captured on a resume and can't be assessed through an interview process, especially those soft skills that often make the difference. In reality, the only way to evaluate these skills is when you see these candidates in action. Micro-Internships are a perfect, easy, low-risk and low investment way for employers to see candidates demonstrate these skills first hand.

Building upon this, we have crafted and tested a handful of Micro-Internships that not only provide hiring manager with immediate value, but also will help you uncover these skills:

SAMPLE PROJECTS	
Content Creation	We would like you to research and write a 500-750 word blog post on a topic that will be provided on the kickoff call. Additionally, design a marketing campaign to push out your newly written content. Be sure to provide rationale for the various marketing channels chosen and how you would measure the success of the campaign. Finally, briefly describe how you would adjust your marketing strategy to scale the campaign for a second iteration.
Content Curation	We would like you to curate 15-20 publications for content we can re-purpose. The topic will be provided on the kickoff call. You will then draft social posts with a corresponding social media calendar and reference the content you sourced. Be sure to provide rationale for your social media platform of choice.
Case Study Development	We would like you to develop a brief case study on a recent success we have had with a client that we can use for marketing purposes and partnership reference. We will provide information on the recent success, and would you to draft a one-pager that highlights the customer’s problem, alternatives considered and why they chose to work with us and the positive impact of their decision.

Selecting a Content Specialist Micro-Internship Candidate

In order to help you pick the best candidate, you can ask a question or two to screen the applicants. While not required, this is a great way to quickly learn about the candidates so you can select the best Career Launcher for your project. Here are the following we would recommend.

- Why do you want to work on this project?
- How would you approach this project?
- Please share examples of your writing.

While there may not be any “right” answer, these types of questions allow a Career Launcher to stand out by conveying an insightful perspective or passion for the role.

Assessing the Career Launcher:

As we highlighted, these assignments are a great way for you to assess if a Career Launcher has the Core Skills that are required to be successful in this role. To help, we included a few examples of questions to assess these skills in action.

CREATIVITY

- Did they think outside the box and bring in an element of creativity you did not think of?
- Did their approach standout?

GRIT/DRIVE

- Was their work delivered faster than you had expected?
- Was it clear that the Career Launcher was genuinely interested in your company? (ex. Follow your company on LinkedIn, etc.)
- Based upon brief audit of their work, was their work thoughtful and meet/exceed expectations?
- Did they need assistance throughout the project or did they take the lead?

COMMUNICATION/WRITING

- Demonstrate strong writing and/or verbal skills - clear, concise, correct?
- Ask thoughtful questions while completing the project?

ATTENTION TO DETAIL

- Follow directions as outlined in project posting?
- Was their work grammatically correct?

PROBLEM SOLVING

- Find the information that was requested though sources that may not have been obvious?

CRITICAL THINKING

- Did they understand how this project affects the business? If so, how early into the process?
- Did they need assistance or did they take the lead?

Download a printable assessment template for Content Specialist Micro-Internship assignments at

<https://info.parkerdewey.com/entry-level-hiring-content-specialist>

Micro-Internships for Market Research Analysts

We've identified the most common responsibilities outlined in market research analyst job descriptions.

- Monitor and forecast marketing and sales trends; measure effectiveness of strategies and programs
- Work well with all levels of management, internal staff, clients and vendors
- Devise and evaluate methods for collecting data, such as surveys, questionnaires and opinion polls
- Gather data about consumers, competitors and market conditions
- Convert complex data and findings into understandable tables, graphs and written reports
- Prepare reports and present results to clients and management

While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities below:



DESCRIPTION	SKILLS	
Monitor and forecast marketing and sales trends; measure effectiveness of strategies and programs	Attention to detail	Critical thinking
Work well with all levels of management, internal staff, clients and vendors	Team player	Ability to relate
Devise and evaluate methods for collecting data, such as surveys, questionnaires and opinion polls	Problem solving	Creativity
Gather data about consumers, competitors and market conditions	Research	Organization
Convert complex data and findings into understandable tables, graphs and written reports	Grit/Drive	Analytical thinking
Prepare reports and present results to clients and management	Persuasiveness	Communication

Many of these skills aren't captured on a resume and can't be assessed through an interview process, especially those soft skills that often make the difference. In reality, the only way to evaluate these skills is when you see these candidates in action. Micro-Internships are a perfect, easy, low-risk and low investment way for employers to see candidates demonstrate these skills first hand.

Building upon this, we have crafted and tested a handful of Micro-Internships that not only provide hiring manager with immediate value, but also will help you uncover these skills:

SAMPLE PROJECTS	
Storytelling with Data	We would like you to analyze a set of customer service data (provided by us) qualitatively and quantitatively. Identify trends, positive and/or negative, patterns, outliers, etc., and use tables, graphs, etc. to tell us the “story” of the data and highlight the key takeaways.
Survey Creation	We would like you to gather feedback on one of our products (info to be provided by us) by way of a 10 question survey. This will involve creating the survey, identifying ways to gather responses, and execution. Provide rationale behind the specific questions and the distribution plan. Provide a summary of the results with key takeaways.
Competitive Analysis	We would like you to research ten key competitive products in a specific market. For each, highlight the key similarities and difference (real and as marketed) and outline the social media efforts associated with each, including key messaging, features highlighted, pre-announcements, etc. In addition to the outbound efforts driven by the company, please capture the insights (positive and negative) provided by customers and highlight any key trends.

Selecting a Market Research Analyst Micro-Internship Candidate

In order to help you pick the best candidate, you can ask a question or two to screen the applicants. While not required, this is a great way to quickly learn about the candidates so you can select the best Career Launcher for your project. Here are the following we would recommend.

- Why do you want to work on this project?
- Tell me about a time you had to research something to make a decision.
- How would you approach this project?

While there may not be any “right” answer, these types of questions allow a Career Launcher to stand out by conveying an insightful perspective or passion for the role.

Assessing the Career Launcher:

As we highlighted, these assignments are a great way for you to assess if a Career Launcher has the Core Skills that are required to be successful in this role. To help, we included a few examples of questions to assess these skills in action.

ANALYTICAL THINKING

- Did they demonstrate their ability to find insights from various sources of data?
- Did they ask thoughtful questions while completing the project?

GRIT/DRIVE

- Was their work delivered faster than you had expected?
- Was it clear that the Career Launcher was genuinely interested in your company? (ex. Follow your company on LinkedIn, etc.)
- Based upon brief audit of their work, was their work thoughtful and meet/exceed expectations?
- Did they need assistance throughout the project or did they take the lead?

COMMUNICATION/WRITING

- Demonstrate strong writing and/or verbal skills - clear, concise, correct?
- Ask thoughtful questions while completing the project?

ATTENTION TO DETAIL

- Follow directions as outlined in project posting?
- Was their work grammatically correct?

CREATIVITY

- Did they think outside the box and bring an element of creativity you did not think of?
- Did their approach standout?

CRITICAL THINKING

- Did they understand how this project affects the business? If so, how early into the process?
- Did they need assistance or did they take the lead?

Download a printable assessment template for Market Research Analyst Micro-Internship assignments at <https://info.parkerdewey.com/entry-level-hiring-market-research-analyst>

Micro-Internships for Social Media Specialists

We've identified the most common responsibilities outlined in social media specialist job descriptions:



- Manage and oversee social media content calendar across all platforms
- Continuously improve campaigns by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Stay up to date with latest social media best practices and technologies
- Collaborate with Marketing, Sales and Product Development teams
- Generate, edit, publish and share daily content (text, video, images, etc.) that builds meaningful connections and encourages community members to take action
- Monitor SEO and user engagement and suggest content optimization
- Excellent writing, editing, presentation and communication skills

While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities.

DESCRIPTION	SKILLS	
Manage and oversee social media content calendar across all platforms	Organization	Initiative
Continuously improve campaigns by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information	Grit/Drive	Analytical thinking
Collaborate with Marketing, Sales and Product Development teams	Team player	Networking
Generate, edit, publish and share daily content (text, video, images, etc.) that builds meaningful connections and encourages community members to take action	Creativity	Empathy
Monitor SEO and user engagement and suggest content optimization	Problem solving	Execution
Excellent writing, editing, presentation, and communication skills	Communication	Attention to detail

Many of these skills aren't captured on a resume and can't be assessed through an interview process, especially those soft skills that often make the difference. In reality, the only way to evaluate these skills is when you see these candidates in action. Micro-Internships are a perfect, easy, low-risk and low investment way for employers to see candidates demonstrate these skills first hand.

Building upon this, we have crafted and tested a handful of Micro-Internships that not only provide hiring manager with immediate value, but also will help you uncover these skills:

SAMPLE PROJECTS	
Content Calendar	We would like you to create a social media content calendar for our specific department with two posts per day for the next month. The posts should have a good mix of thought leadership, industry information, and promotional content (which we will provide). Please provide rationale behind your suggested posts and choice of social media platform. We will discuss the specific messaging that should be in your posts upon kickoff.
Influencer Engagement	We would like you to identify 50 social media influencers on Instagram and Twitter in a specific space based upon their following and shared interests. Once you identify these influencers, craft ten potential posts/tweets we could make to engage with them and three campaign ideas to co-post with any one of the identified influencers.
Competitive Analysis	We would like you to research ten key competitive products in a specific market. For each, highlight the key similarities and difference (real and as marketed) and outline the social media efforts associated with each, including key messaging, features highlighted, pre-announcements, etc. In addition to the outbound efforts driven by the company, please capture the insights (positive and negative) provided by customers and highlight any key trends.

Selecting a Social Media Specialist Micro-Internship Candidate

In order to help you pick the best candidate, you can ask a question or two to screen the applicants. While not required, this is a great way to quickly learn about the candidates so you can select the best Career Launcher for your project. Here are the following we would recommend.

- Why do you want to work on this project?
- What's your go to social media platform and why?
- How would you approach this project?
- Are you available to accept an internship or full-time role?
Please only apply if you are interested in the full-time role or internship following this initial project.

While there may not be any “right” answer, these types of questions allow a Career Launcher to stand out by conveying an insightful perspective or passion for the role.

Assessing the Career Launcher:

As we highlighted, these assignments are a great way for you to assess if a Career Launcher has the Core Skills that are required to be successful in this role. To help, we included a few examples of questions to assess these skills in action.

ANALYTICAL THINKING

- Did they demonstrate their ability to find insights from various sources of data?
- Did they ask thoughtful questions while completing the project?

GRIT/DRIVE

- Was their work delivered faster than you had expected?
- Was it clear that the Career Launcher was genuinely interested in your company? (ex. Follow your company on LinkedIn, etc.)
- Based upon brief audit of their work, was their work thoughtful and meet/exceed expectations?
- Did they need assistance throughout the project or did they take the lead?

COMMUNICATION/WRITING

- Demonstrate strong writing and/or verbal skills - clear, concise, correct?
- Ask thoughtful questions while completing the project?

ATTENTION TO DETAIL

- Follow directions as outlined in project posting?
- Was their work grammatically correct?

CREATIVITY

- Did they think outside the box and bring an element of creativity you did not think of?
- Did their approach standout?

Download a printable assessment template for Social Media Specialist Micro-Internship assignments at <https://info.parkerdewey.com/entry-level-hiring-social-media-specialist>

Micro-Internships for Customer Success Representatives

We've identified the most common responsibilities outlined in CSR job descriptions:

- Build and maintain strong, long-lasting client relationships
- Ensure the timely and successful delivery of our solutions according to customer needs and objectives
- Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders
- Collaborate with sales team to identify and grow opportunities
- Own multiple account management projects at a time, while maintaining sharp attention to detail

While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities.



DESCRIPTION	SKILLS	
Build and maintain strong, long-lasting client relationships	Grit/Drive	Analytical thinking
Ensure the timely and successful delivery of our solutions according to customer needs and objectives	Problem solving	Empathy
Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders	Communication	Presentation
Collaborate with sales team to identify and grow opportunities	Team player	Persuasiveness
Own multiple account management projects at a time, while maintaining sharp attention to detail	Attention to detail	Organization

Many of these skills aren't captured on a resume and can't be assessed through an interview process, especially those soft skills that often make the difference. In reality, the only way to evaluate these skills is when you see these candidates in action. Micro-Internships are a perfect, easy, low-risk and low investment way for employers to see candidates demonstrate these skills first hand.

Building upon this, we have crafted and tested a handful of Micro-Internships that not only provide hiring manager with immediate value, but also will help you uncover these skills:

SAMPLE PROJECTS	
Customer Service	We would like you to go through our social media platforms for the last three months and identify various customer service opportunities and how we can address them as a company. Identify trends, positive and/or negative, patterns, outliers, etc.
Nurture Campaign	We would like for you to create a welcome nurture campaign for new customers. This should be a three part email campaign to help the new customers get onboarded. Outline and draft the content for each and email.
Client Dashboard	We would like you to create a mockup of a monthly dashboard for our clients that could be used internally and/or shared with each specific client. Think about the critical information that should be included and how to present it so that it resonates with our clients.

Selecting a Customer Service Micro-Internship Candidate

In order to help you pick the best candidate, you can ask a question or two to screen the applicants. While not required, this is a great way to quickly learn about the candidates so you can select the best Career Launcher for your project. Here are the following we would recommend.

- Why do you want to work on this project?
- How would you approach this project?
- Describe a time you helped someone solve a problem.

While there may not be any “right” answer, these types of questions allow a Career Launcher to stand out by conveying an insightful perspective or passion for the role.

Assessing the Career Launcher:

As we highlighted, these assignments are a great way for you to assess if a Career Launcher has the Core Skills that are required to be successful in this role. To help, we included a few examples of questions to assess these skills in action.

EMPATHY

- Were they easy to work with and demonstrate a sense of compassion for customers?

GRIT/DRIVE

- Was their work delivered faster than you had expected?
- Was it clear that the Career Launcher was genuinely interested in your company? (ex. Follow your company on LinkedIn, etc.)
- Based upon brief audit of their work, was their work thoughtful and meet/exceed expectations?
- Did they need assistance throughout the project or did they take the lead?

COMMUNICATION/WRITING

- Demonstrate strong writing and/or verbal skills - clear, concise, correct?
- Ask thoughtful questions while completing the project?

ATTENTION TO DETAIL

- Follow directions as outlined in project posting?
- Was their work grammatically correct?

Download a printable assessment template for Customer Service Micro-Internship assignments at <https://info.parkerdewey.com/entry-level-hiring-customer-success-representative>

Micro-Internships for Software Engineers

We've identified the most common responsibilities outlined in software engineer job descriptions:

- Execute full software development life cycle (SDLC)
- Develop flow charts, layouts and documentation to identify requirements and solutions
- Write well-designed, testable code
- Deploy programs and evaluate user feedback
- Comply with project plans and industry standards
- Collaborate with business lines to understand user needs

While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities.



DESCRIPTION	SKILLS	
Execute full software development life cycle (SDLC)	Grit/Drive	Execution
Develop flow charts, layouts and documentation to identify requirements and solutions	Problem Solving	Analytical mindset
Write well-designed, testable code	Creativity	Strategic thinking
Deploy programs and evaluate user feedback	Communication	Presentation
Comply with project plans and industry standards	Attention to detail	Organized
Collaborate with business lines to understand user needs	Team player	Empathy

Many of these skills aren't captured on a resume and can't be assessed through an interview process, especially those soft skills that often make the difference. In reality, the only way to evaluate these skills is when you see these candidates in action. Micro-Internships are a perfect, easy, low-risk and low investment way for employers to see candidates demonstrate these skills first hand.

Building upon this, we have crafted and tested a handful of Micro-Internships that not only provide hiring manager with immediate value, but also will help you uncover these skills:

SAMPLE PROJECTS	
Quality Testing	We would like you to do quality control testing on our website. The specific areas will be provided. Please document the process you used to complete the quality testing along with your findings.
Web Updates	We would like for you to make updates to our current site. We will provide the specific areas of the site that need updating - specifics include stylistic, image and content updates.
Query Revision	We have provided several existing queries for our database. We would like for you to revise these queries to make them more efficient.

Selecting a Software Engineer Micro-Internship Candidate

In order to help you pick the best candidate, you can ask a question or two to screen the applicants. While not required, this is a great way to quickly learn about the candidates so you can select the best Career Launcher for your project. Here are the following we would recommend.

- Why do you want to work on this project?
- How would you approach this project?
- What about coding appeals to you?

While there may not be any “right” answer, these types of questions allow a Career Launcher to stand out by conveying an insightful perspective or passion for the role.

Assessing the Career Launcher:

As we highlighted, these assignments are a great way for you to assess if a Career Launcher has the Core Skills that are required to be successful in this role. To help, we included a few examples of questions to assess these skills in action.

ANALYTICAL THINKING

- Did they demonstrate their ability to find insights from various sources of data?
- Ask thoughtful questions while completing the project?

GRIT/DRIVE

- Was their work delivered faster than you had expected?
- Was it clear that the Career Launcher was genuinely interested in your company? (ex. Follow your company on LinkedIn, etc.)
- Based upon brief audit of their work, was their work thoughtful and meet/exceed expectations?
- Did they need assistance throughout the project or did they take the lead?

COMMUNICATION/WRITING

- Demonstrate strong writing and/or verbal skills - clear, concise, correct?
- Ask thoughtful questions while completing the project?

ATTENTION TO DETAIL

- Follow directions as outlined in project posting?
- Was their work grammatically correct?

CREATIVITY

- Did they think outside the box and bring in an element of creativity you did not think of?
- Did their approach standout?

Download a printable assessment template for Software Engineer Micro-Internship assignments at <https://info.parkerdewey.com/entry-level-hiring-software-engineer>

Micro-Internships for HR Coordinator/Recruiting Specialists

We've identified the most common responsibilities outlined in hr/recruiting job descriptions:

- Establishes recruiting requirements by studying organization plans and objectives; meeting with managers to discuss needs
- Builds applicant sources by researching and contacting community services, colleges, employment agencies, recruiters, media, and internet sites; providing organization information, opportunities, and benefits
- Administering various employee plans such as payroll, benefits, and other HR programs
- Arranges management interviews by coordinating schedules; arranges travel, lodging, etc.
- Attracts applicants by placing job ads, contacting recruiters, using job sites and social

While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities below:



DESCRIPTION	SKILLS	
Establishes recruiting requirements by studying organization plans and objectives; meeting with managers to discuss needs	Grit/Drive	Empathy
Builds applicant sources by researching and contacting community services, colleges, employment agencies, recruiters, media, and internet sites; providing organization information, opportunities, and benefits	Communication	Presentation
Administering various employee plans such as payroll, benefits, and other HR programs	Problem solving	Appetite for learning
Arranges management interviews by coordinating schedules; arranges travel, lodging, etc.	Organization	Team player
Attracts applicants by placing job ads, contacting recruiters, using job sites and social.	Creativity	Analytic thinking

Many of these skills aren't captured on a resume and can't be assessed through an interview process, especially those soft skills that often make the difference. In reality, the only way to evaluate these skills is when you see these candidates in action. Micro-Internships are a perfect, easy, low-risk and low investment way for employers to see candidates demonstrate these skills first hand.

Building upon this, we have crafted and tested a handful of Micro-Internships that not only provide hiring manager with immediate value, but also will help you uncover these skills:

SAMPLE PROJECTS	
Candidate Sourcing	We will provide you with a job description and would you to identify 25 prospects in a specific city that are qualified for the job. Once identified, please provide their contact information including name, phone, and email, and a brief justification as to why you think they would be a good fit for the role.
Employee Recognition Program	We would like you to research best practices of other companies to recognize their employees based upon years of employment (1 year, 3 years, 10 years, etc.). In particular, we would like to understand what “gifts” are most valued by employees and other ways of creating programs that align with company culture. Please note that the forms of recognition do not need to exclusively be a physical item or have a monetary value, but could be another form of recognition, an experience, etc. After conducting this research (which will likely include online research, calls to companies, discussions with friends, etc.), prepare a summary of the data, highlighting some of the most effective recognition programs and your suggestions on ideas.
Resume Ranking	We will provide you with 50 resumes and a job description, and would you to review each one and rank your top ten based upon their qualifications for the job. Once ranked, provide justification for why you ranked each of the ten where you did, and key questions and concerns you want to understand from an interview.

Selecting an HR/Recruiting Micro-Internship Candidate

In order to help you pick the best candidate, you can ask a question or two to screen the applicants. While not required, this is a great way to quickly learn about the candidates so you can select the best Career Launcher for your project. Here are the following we would recommend.

- Why do you want to work on this project?
- How would you approach this project?
- What aspect about human resources is appealing to you?

While there may not be any “right” answer, these types of questions allow a Career Launcher to stand out by conveying an insightful perspective or passion for the role.

Assessing the Career Launcher:

As we highlighted, these assignments are a great way for you to assess if a Career Launcher has the Core Skills that are required to be successful in this role. To help, we included a few examples of questions to assess these skills in action.

GRIT/DRIVE

- Was their work delivered faster than you had expected?
- Was it clear that the Career Launcher was genuinely interested in your company? (ex. Follow your company on LinkedIn, etc.)
- Based upon brief audit of their work, was their work thoughtful and meet/exceed expectations?
- Did they need assistance throughout the project or did they take the lead?

EMPATHY

- Did they demonstrate their ability to relate and show compassion for others?

COMMUNICATION/WRITING

- Demonstrate strong writing and/or verbal skills - clear, concise, correct?
- Ask thoughtful questions while completing the project?

ATTENTION TO DETAIL

- Follow directions as outlined in project posting?
- Was their work grammatically correct?

CREATIVITY

- Did they think outside the box and bring in an element of creativity you did not think of?
- Did their approach standout?

Download a printable assessment template for HR Micro-Internship assignments at <https://info.parkerdewey.com/entry-level-hiring-hr-coordinator-recruiting-specialist>

Micro-Internships for Business Analysts

After reviewing thousands of open business analyst roles we've identified the most common responsibilities outlined in business analyst job descriptions:

- Monitor project progress by tracking activity; resolving problems; publishing progress reports; recommending actions
- Define project requirements by identifying project milestones, phases and elements; forming project team; establishing project budget
- Prepare technical reports by collecting, analyzing and summarizing information and trends
- Plan and coordinate the development of primary and secondary market research studies in support of strategic planning and specific marketing initiatives, as required and presents findings of studies to client committees
- Understand and communicate various financial analyses of company initiatives

While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities.



DESCRIPTION	SKILLS	
Monitor project progress by tracking activity; resolving problems; publishing progress reports; recommending actions	Grit/Drive	Problem solving
Define project requirements by identifying project milestones, phases and elements; forming project team; establishing project budget	Team player	Empathy
Prepare technical reports by collecting, analyzing and summarizing information and trends	Analytical mindset	Organization
Plan and coordinate the development of primary and secondary market research studies in support of strategic planning and specific marketing initiatives, as required and present findings.	Creativity	Research
Understand and communicate various financial analyses of company initiatives	Communication	Presentation

Many of these skills aren't captured on a resume and can't be assessed through an interview process, especially those soft skills that often make the difference. In reality, the only way to evaluate these skills is when you see these candidates in action. Micro-Internships are a perfect, easy, low-risk and low investment way for employers to see candidates demonstrate these skills first hand.

Building upon this, we have crafted and tested a handful of Micro-Internships that not only provide hiring manager with immediate value, but also will help you uncover these skills:

SAMPLE PROJECTS	
Storytelling with Data	We would like you to analyze a set of customer service data (provided by us) qualitatively and quantitatively. Identify trends, positive and/or negative, patterns, outliers, etc., and use tables, graphs, etc. to tell us the “story” of the data and highlight the key takeaways.
Competitive Analysis	We would like you to research ten key competitive products in a specific market and outline the social media efforts associated with each, including key messaging, features highlighted, pre-announcements, etc. In addition to the outbound efforts driven by the company, please capture the insights (positive and negative) provided by customers and highlight any key trends.
Case Study Development	We would like you to develop a brief case study on a recent success we have had with a client that we can use for potential partnership purposes. We will provide information on the recent success, and would you to draft a one-pager that highlights the customer’s problem, alternatives considered and why they chose to work with us and the positive impact of their decision.

Selecting a Business Analyst Micro-Internship Candidate

In order to help you pick the best candidate, you can ask a question or two to screen the applicants. While not required, this is a great way to quickly learn about the candidates so you can select the best Career Launcher for your project. Here are the following we would recommend.

- Why do you want to work on this project?
- How would you approach this project?
- Please share an example of a time you had to solve a problem using data.

While there may not be any “right” answer, these types of questions allow a Career Launcher to stand out by conveying an insightful perspective or passion for the role.

Assessing the Career Launcher:

As we highlighted, these assignments are a great way for you to assess if a Career Launcher has the Core Skills that are required to be successful in this role. To help, we included a few examples of questions to assess these skills in action.

ANALYTICAL THINKING

- Did they demonstrate their ability to find insights from various sources of data?
- Ask thoughtful questions while completing the project?

GRIT/DRIVE

- Was their work delivered faster than you had expected?
- Was it clear that the Career Launcher was genuinely interested in your company? (ex. Follow your company on LinkedIn, etc.)
- Based upon brief audit of their work, was their work thoughtful and meet/exceed expectations?
- Did they need assistance throughout the project or did they take the lead?

COMMUNICATION/WRITING

- Demonstrate strong writing and/or verbal skills - clear, concise, correct?
- Ask thoughtful questions while completing the project?

ATTENTION TO DETAIL

- Follow directions as outlined in project posting?
- Was their work grammatically correct?

CREATIVITY

- Did they think outside the box and bring in an element of creativity you did not think of?
- Did their approach standout?

Download a printable assessment template for Business Analyst Micro-Internship assignments at <https://info.parkerdewey.com/entry-level-hiring-business-analyst>

Micro-Internships for Project Management Analysts

After reviewing thousands of open project management analyst roles we've identified the most common responsibilities outlined in project management analyst job descriptions:

- Monitor existing projects to ensure timely execution & completion
- Analyze data and project information to identify better ways to do business as well as new business opportunities; present information to senior management to guide their decision-making
- Develop status reports to be delivered to the head of division and senior management
- Ability to multitask and understand the big picture while maintaining a close eye on specific project details

While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities.



DESCRIPTION	SKILLS	
Monitor existing projects to ensure timely execution & completion	Organization	Problem solving
Analyze data and project information to identify better ways to do business as well as new business opportunities; present information to senior management to guide their decision-making	Communication	Critical thinking
Develop status reports to be delivered to the head of division and senior management	Analytic mindset	Presentation
Ability to multitask and understand the big picture while maintaining a close eye on specific project details	Grit/Drive	Attention to detail

Many of these skills aren't captured on a resume and can't be assessed through an interview process, especially those soft skills that often make the difference. In reality, the only way to evaluate these skills is when you see these candidates in action. Micro-Internships are a perfect, easy, low-risk and low investment way for employers to see candidates demonstrate these skills first hand.

Building upon this, we have crafted and tested a handful of Micro-Internships that not only provide hiring manager with immediate value, but also will help you uncover these skills:

SAMPLE PROJECTS	
Storytelling with Data	We would like you to analyze a set of customer service data (provided by us) qualitatively and quantitatively. Identify trends, positive and/or negative, patterns, outliers, etc., and use tables, graphs, etc. to tell us the “story” of the data and highlight the key takeaways.
Data Cleansing	We would like you to help clean up datasets we work with since they often contain several different types of data. You will work to ensure data quality and consistency and make sure its completeness is maintained and/or improved.
Competitive Analysis	We would like you to research ten key competitive products in a specific market and outline the social media efforts associated with each, including key messaging, features highlighted, pre-announcements, etc. In addition to the outbound efforts driven by the company, please capture the insights (positive and negative) provided by customers and highlight any key trends.

Selecting a Project Management Micro-Internship Candidate

In order to help you pick the best candidate, you can ask a question or two to screen the applicants. While not required, this is a great way to quickly learn about the candidates so you can select the best Career Launcher for your project. Here are the following we would recommend.

- Why do you want to work on this project?
- How would you approach this project?
- Tell me about a time you had to lead a group project or keep other accountable.

While there may not be any “right” answer, these types of questions allow a Career Launcher to stand out by conveying an insightful perspective or passion for the role.

Assessing the Career Launcher:

As we highlighted, these assignments are a great way for you to assess if a Career Launcher has the Core Skills that are required to be successful in this role. To help, we included a few examples of questions to assess these skills in action.

ANALYTICAL THINKING

- Did they demonstrate their ability to find insights from various sources of data?
- Ask thoughtful questions while completing the project?

GRIT/DRIVE

- Was their work delivered faster than you had expected?
- Was it clear that the Career Launcher was genuinely interested in your company? (ex. Follow your company on LinkedIn, etc.)
- Based upon brief audit of their work, was their work thoughtful and meet/exceed expectations?
- Did they need assistance throughout the project or did they take the lead?

COMMUNICATION/WRITING

- Demonstrate strong writing and/or verbal skills - clear, concise, correct?
- Ask thoughtful questions while completing the project?

ATTENTION TO DETAIL

- Follow directions as outlined in project posting?
- Was their work grammatically correct?

CREATIVITY

- Did they think outside the box and bring in an element of creativity you did not think of?
- Did their approach standout?

Download a printable assessment template for Project Management Micro-Internship assignments at <https://info.parkerdewey.com/entry-level-hiring-project-management-analyst>

Win. Win.

The benefits are invaluable. As a result of incorporating Micro-Internships into your entry-level hiring process, your business will get:

- Completion of valuable work that wasn't the best use of time for you or others at your company;
- Identify and connect with candidates to move through your interview process for an internship or full-time opportunity;
- Save time (and money) on wasted interviews of individuals who are not the right fit;
- Aid in working towards your company's diversity and employee retention initiatives.

