

# THE urban interns

## GUIDE TO HIRING

For growing companies, the way we work and staff is changing. Why?

- Small businesses are growing quickly. Full time help is often more expensive and a bigger commitment than what they need.
- Talented people are looking for flexible, part-time work to gain experience, earn money, or both.
- Technology makes it easy to accomplish many tasks from anywhere, anytime.

The answer: **Urban Interns.**

Urban Interns is an online marketplace that connects growing companies with people looking for part-time work, internships and freelance positions. It's a *faster and easier way* to grow your team or *find that next great professional opportunity.*

**Ready to dive in?** On the next pages you'll find our recommendations for both employers (starting on page 2) and job-seekers (starting on page 5). When you're done, go to [www.urbaninterns.com](http://www.urbaninterns.com), set up your profile, and start your search!

## THE EMPLOYER'S GUIDE TO URBAN INTERNS

Whether you're about to make your first hire or your fiftieth, you can't afford to waste time with the wrong fit. Here are a few things to keep in mind as you make your decision:

### The Lingo

*Intern v. Part-time Employee v. Freelancer:* Even the most talented of professionals will need some degree of training on your company. But the big decision here is how much time you want to invest in educating your new hire.

- *Interns:* The benefits of interns are many, including the access to fresh talent and energy, but when bringing on an intern (paid or unpaid), you must be prepared to invest time in educating and mentoring.
- *Freelancers:* Freelance professionals can be a great option for a short-term project as they'll likely bring a depth of knowledge and experience in your field. But by definition, they have other clients – so make sure to set a project plan that meets both of your needs and time constraints.
- *Part-time employees:* A great first step in building your staff when a position doesn't require a full 40 plus hours per week. The mutual expectations can be more long-term than with other roles.

### The Work Set-Up

*Virtual* work doesn't just mean that you're hiring someone to cruise around all day in cyberspace. With all the technological tools available today, many business tasks can be done anywhere there's access to a computer and an internet connection. When deciding whether to hire someone to work virtually, a few things to consider:

- *Office space:* Do you have the additional office space to bring someone in? If not, don't despair. Hiring a virtual resource could be a great option.
- *Virtual Work/Same City:* Do you want the ability to meet from time to time in person? If so, be sure to look for someone who is open to working virtually, though is located within arm's reach.

## **The Job Post**

Now that you've decided on all the specifics of the role, it's time to write your job post. This is essentially an advertisement for the position and for your company. So with it, you want to attract the best and most relevant candidates. Make sure to consider:

- *The Title:* Make sure your title is succinct and descriptive of the role itself – nothing more. No caps necessary!
- *The Company:* Applicants want to understand your company, its brief history, and what it's like to work there.
- *The Description:* In a few sentences, describe the day to day responsibilities of the role. Don't forget to include the title of the person it reports to – this is important to job applicants.
- *The Qualifications:* Be honest and specific about what you're looking for, including degrees and specific experience and/or skills. This is an opportunity to save yourself some time in the review process by giving the applicants who know they meet the requirements the chance to self-select.
- *The Details:* The hours and days you'll expect the person to work; pay; application requirements (cover letter? work sample?); any perks.

## The Hire

You've done the leg-work. You've decided on the right profile that will fill your needs. What's next? A few tips for selling your opportunity to connect with your dream Urban Intern.

- *People*: This is where you brag about how great your company culture is, the amazing results you achieve together, the exciting team you're building and how the open role fits into it, including who your hire reports to and who he or she will be working with.
- *Perks*: While the People are sure to be amazing, don't be afraid to entice with the other characteristics of the position, i.e. the pay, opportunities for career advancement and future employment, travel or work from home, interesting contact. You get the picture.
- *Pizzazz*: This is the "stand out from the crowd" factor. Maybe the position you're hiring for is really glamorous. Maybe it's not. In either case, surely you're working on interesting projects or are developing a top notch brand or have the BEST founders (don't all entrepreneurs think that about themselves?!) Don't be afraid to flaunt it.

## The Pipeline

Last but not least, it's never too soon to start thinking about your next hire- even if it's not on the horizon. You know that great candidate you met, who just wasn't right for this position? Save that application in your inbox. In addition, while so much about business is unknown, the one thing that's for certain is you NEED GREAT PEOPLE to bring your business forward. One time projects, short-term needs, a few hours here and there. Keep your eye on the market and who's out there. If you don't have the luxury of a hefty recruiting department, you can't afford *not* to make building a pipeline part of YOUR job description.

## THE JOB-SEEKER'S GUIDE TO URBAN INTERNS

You were destined to work with a cool, entrepreneurial company—you can just feel it. You keep reading about these hidden gems and thinking to yourself, if only I could find a position like that. Luckily, they're now all in one place. Wondering how to get noticed and increase your odds of landing that dream job? Read on:

### Getting the Interview

Some things to keep in mind before reaching out to potential employers for interviews:

- *Your Social Networking:* Review your online profiles. Even if you're not sending them out to employers, you must assume they'll be seen. Make sure they accurately reflect your personal brand and the image you want to convey to your professional network.
- *Your Style:* Keep it professional! Save the OMG's and :)s and ...'s for your friends. When communicating with a potential employer, keep it courteous and to the point. And please, no typo's!
- *Your Follow Up:* In the world of mobile devices, emails often get checked on the run and despite the best of intentions, wind up never getting a second glance. Don't take it personally or send a gentle reminder that you're really interested in the opportunity.

### Selling Your Story

You passed the first hurdle and got your foot in the door. Now it's up to you to convince your potential employer that they can't live without you.

- *The Basics:* *be on time, be courteous, be professional.*
- *Tailor Your Message:* While there are many skills that could be applicable to a particular job, pick the 2 or 3 that you think would

be the most relevant. And be sure to mention any accomplishments you may have had in those areas.

- *Don't exaggerate:* There's a difference between exuding confidence and over-selling. Be forthright with your achievements and how they can benefit your prospective employer, as long as everything you convey is grounded in fact.
- *Know Your Resume:* Be able to cite specific examples from on and off your resume when asked about how you performed in every situation.
- *Be Yourself:* Tried and true advice. It's all well and good to land a job but you want to make sure it's one where you'll be successful and happy. Throughout the job search process, be sure to let the "real you" shine through.

Whether you find a part-time job, internship or freelance gig, any opportunity can be a great bridge to a full-time position. You'll have the chance to network and meet interesting people who can be beneficial to you in the future.

Now that you're ready, go to [www.urbaninterns.com](http://www.urbaninterns.com) and set up your profile to start applying for jobs now!