

Job Market Intelligence: Report on the Internship Job Market

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Internships: Key Findings

To further understand the internship job market, Burning Glass has conducted an analysis of demand for internships in the United States by analyzing real-time online job posting data from the last 12 months (April 2013 through March 2014).

Key Findings:

- Internships break into a diverse mix of functional categories. **Job seekers typically must possess specialized skillsets even before securing an internship.**
- Internships **serve as key talent pipelines** for employers in multiple skill areas.
- IT Internships lead in technology centric economies such as California, Virginia and Massachusetts, Marketing and Communications internships are the most demanded the Northeast and in states with large urban centers, but engineering internships dominate the Midwest and other rural parts of the country.
- **Recruitment for internships spikes between March and May** in anticipation of summer internship demand – months before most internships commence.

Internships: Stepping Stones to Employment

Increasingly, employers are looking for candidates who can contribute meaningfully on the job from day one. Internships equip job seekers with the skills and experience to do so, and they offer employers an in-depth glimpse of a candidate's on-the-job aptitude. As a result, internships have become a common stepping stone to a full-time offer.

While internships help job seekers develop the skills and experience demanded by full-time hires, employers typically expect interns to have expertise in one or more fields prior to applying. Therefore, job seekers must be aware of, and build upon, the skills necessary to obtaining the internship that will help land a full time position.

Employers made full-time offers to 64.8 percent of their interns...[and these interns] are more likely to be with the [same employer] at both the one-year and five-year retention benchmarks.

-National Association of Colleges and Employers (NACE), 2014 Internship & Co-op Survey Executive Summary

Internships Break into a Diverse Mix of Job Functions

In the last 12 months, there were **276,631 online internship postings** in the United States. These internships split into multiple functional categories, ranging from technical positions in STEM fields to creative roles in areas such as marketing.

Each internship category calls for a unique set of skills, requiring job seekers to develop specialized skillsets even before securing an internship.

Internship Type	Total Internship Postings	Distinguishing Skills		
Communications, Marketing, Social Media	36,769	Marketing	Social Media	Event Planning
Information Technology	32,656	JAVA	C++	Software Engineering
Engineering	31,818	Electrical Engineering	Mechanical Engineering	AutoCAD
Finance	22,250	Accounting	Financial Analysis	Economics
Business Operations & Management	21,706	Business Administration	Supply Chain Management	Business Process
Arts, Video, Graphic Design	15,584	Adobe Photoshop	Graphic Design	Adobe InDesign
Administration	14,149	Administrative Support	Administrative Functions	Spreadsheets/Data Entry
Sales	13,782	Sales	Outside Sales	Screening
Healthcare & Social Services	13,050	Patient Care	Pharmacy	First Aid
Science	11,287	Chemistry	Physics	Biology
Computer Networking	6,209	JAVA	LINUX	System / Network Config.
Database Admin & Data Warehousing	5,789	Database Admin	SQL	Oracle

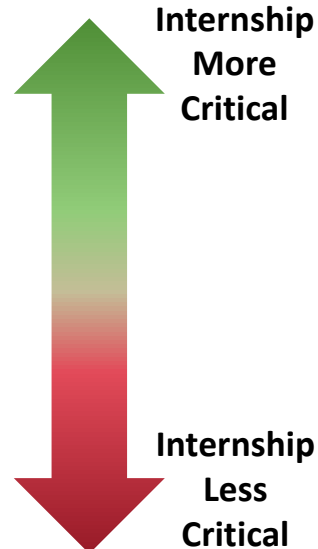
Note: Internship categories are not mutually exclusive. Therefore, some job postings will fall into multiple categories.

Internships Serve as Key Talent Pipelines

For some skill areas, internships represent a sizable portion of all postings. In these areas, students who have completed one or more internships will be at a distinct competitive advantage over those who have not completed any.

The areas where **completing an internship is most critical to being a competitive candidate** are Engineering; IT; Arts, Video & Graphic Design; and Communications, Marketing & Social Media. In these areas, internships constitute 16%, 13%, 9% and 9% of all postings, respectively.

Skill Area	Total Internship Postings	Total Postings	Internships' Share of Skill Area Postings
Engineering	31,818	199,155	16%
Information Technology	32,656	246,575	13%
Arts, Video, Graphic Design	15,584	182,117	9%
Communications, Marketing, Social Media	36,769	387,352	9%
Administration	14,149	175,307	8%
Database Admin & Data Warehousing	5,789	78,544	7%
Science	11,287	170,054	7%
Finance	22,250	634,854	4%



Internships Require Technical Skills

Getting an internship requires more than just entry-level skills. **Employers commonly ask for technical skills in internship postings**, so students and job seekers may find it necessary to build their skill portfolios before applying for internships.

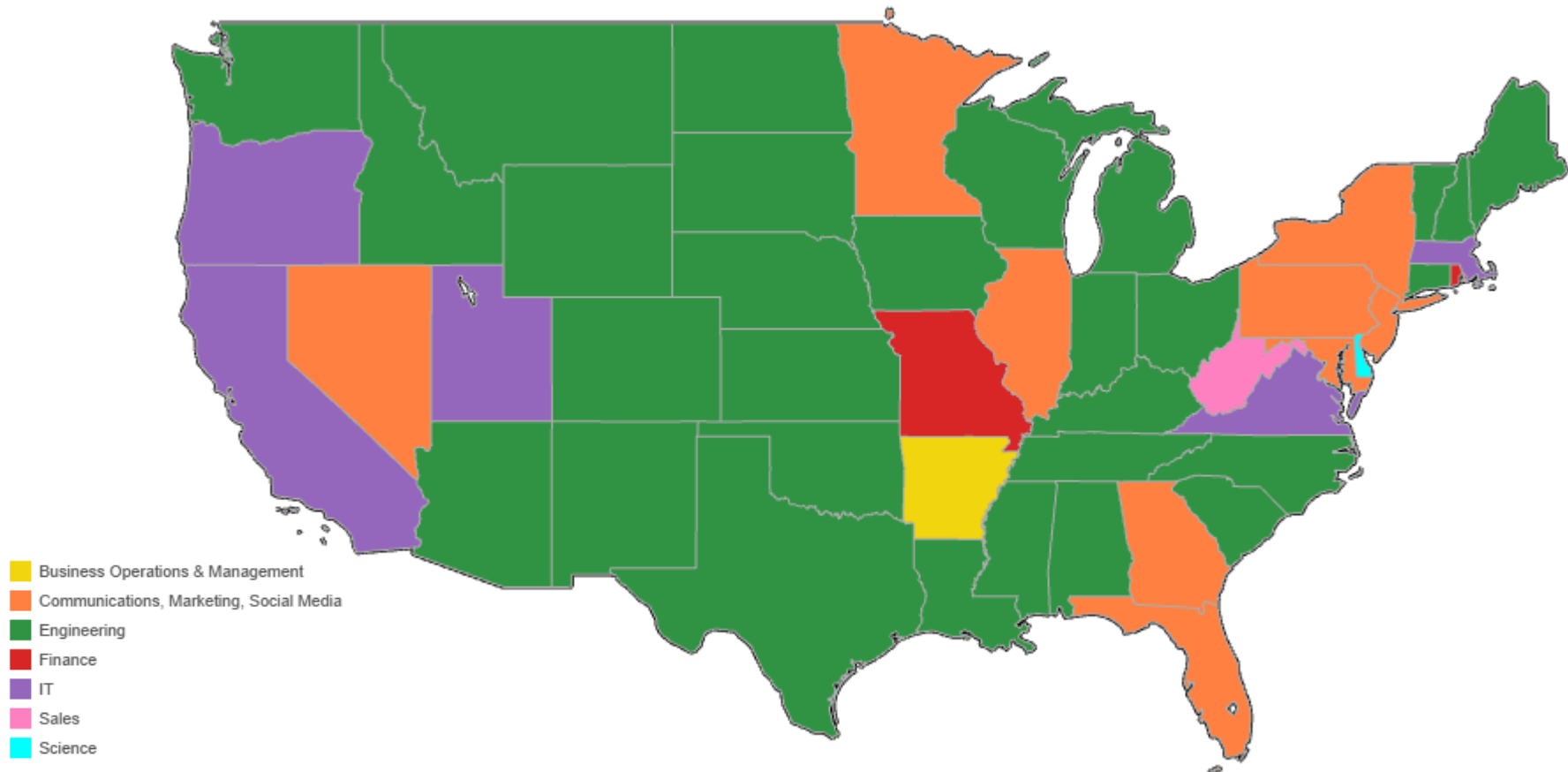
Key Skills Demanded by Internship Type

Communications, Marketing, Social Media	Arts, Video, Graphic Design	Engineering	Finance	Business Operations & Management	IT
Marketing	Adobe Photoshop	Electrical Engineering	Accounting	Business Administration	JAVA
Social Media	Graphic Design	Mechanical Engineering	Economics	Supply Chain Management	C++
Event Planning	Adobe Acrobat	Computer Aided Drafting/Design	Financial Analysis	Business Process	Software Engineering
Business Development	Adobe InDesign	AutoCAD	Financial Reporting	Procurement	JavaScript
Journalism	JavaScript	Computer Engineering	Spreadsheets	Business Management	Computer Engineering
Blogging	Web Site Design	Civil Engineering	Mathematics	Business Analysis	SQL
Market Research	Adobe Illustrator	C++	Risk Management	Logistics	Python
Technical Writing / Editing	Photography	Physics	Financial Statements	Marketing	Linux

Top Internship Clusters by State

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Top Internship Clusters by State

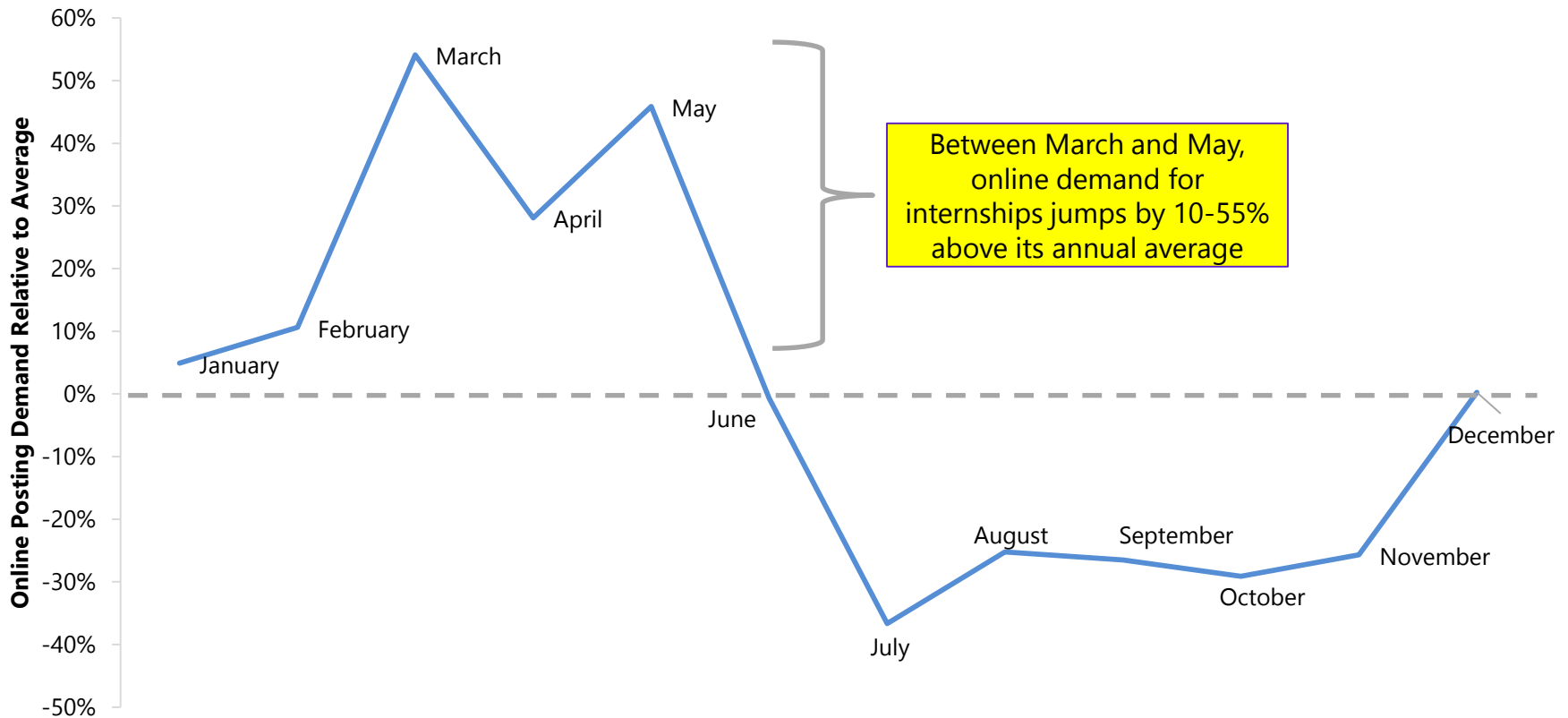


When do Employers Recruit Interns?

Demand for interns fluctuates throughout the year, **typically spiking between March and May in anticipation of the summer internship season - months before most internships commence.**

In April 2014 there were 28,325 postings for internships in the U.S.

**Monthly Internship Demand Relative to Annual Average:
2010-2013**



Methodology

All jobs data in this report are drawn from Burning Glass's database of online job postings, which includes nearly 100M worldwide postings collected since 2007. Each day, Burning Glass visits over 32,000 online jobs sites to collect postings. Using advanced text analytics, over 70 data fields are extracted from each posting including job title, occupation, employer, industry, required skills and credentials and salary. Postings are then deduplicated and placed in a database for further analysis.

About Burning Glass

Burning Glass's tools and data are playing a growing role in informing the global conversation on education and the workforce by providing researchers, policy makers, educators, and employers with detailed real-time awareness into skill gaps and labor market demand. Burning Glass provides tools for analysts track job market trends and for students to plan their careers and find jobs.

With headquarters in Boston's historic Faneuil Hall, Burning Glass is proud to serve a client base that spans six continents, including education institutions, government workforce agencies, academic research centers, global recruitment and staffing agencies, major employers, and leading job boards.

For More Information

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