

General Internship Descriptions by Area

Art, Fashion and Design:

- Working as part of a Buying Team
- Project based setting up Buy Boards, creating seasonal presentations on PowerPoint
- Creating Product Knowledge Books on Excel containing vital information for distribution to Store Teams
- General merchandising administration
- Store queries and style checks
- Assisting with varying social media platforms and learning about the way in which digital media can help to promote a brand
- Updating database, and using the data to maximise sales
- Dealing with the numerous call-ins from the press on a weekly basis

Business and Trade:

- Various office tasks, filing, invoicing and making educational and promotional materials etc. including Word Processing and Spreadsheets
- Assisting with preparation of PR events. Students may also be invited to help demonstrate products at various retail outlets
- Assisting with trade stock deliveries from overseas and dispatch of orders
- Helping with developing media relations to get press coverage (e.g. through email campaigns)
- Developing and continuing opportunities for export to new countries, including identifying distributors and developing and building a relationship with them

Charities and NGOs:

- Taking the lead in the organisation of upcoming funding events
- Supporting the Management Team in meeting the charity's strategic fundraising objectives
- Designing and creating promotional materials
- Drafting comments and press releases for local and national media
- Conducting research and compiling responses to surveys carried out Supporting the Service Coordinator to create an organisational PR policy

Finance and Accounting:

- Assisting with the management of invoices – checking validity and accurate coding
- Analysing expenditure and variances
- Resolving payment queries from budget holders
- Contributing to the monthly reporting process
- Working as part of a team and assisting the financial analyst and senior finance managers with ad hoc queries
- Preparing monthly management accounts
- Involvement with purchase ledger, sales ledger, credit control
- Aiding and assisting Finance Director

Human Resources:

- REFERENCES/RECRUITMENT: support recruitment team in gathering references for new hirers, whilst also helping to screen applications.
- PAYROLL: support weekly staff payroll system (e.g. running payroll reports).
- GENERAL HR ADMINISTRATION: Operating the HR database –understand more about the paperwork that is involved in most HR roles.

Journalism, Media and Publishing:

- Assisting with News Desk and reporting work
- Assisting Correspondents, Broadcasters & Producers
- Working with Producers on Internet Content for a website. Logging news feeds from the Internet
- Shadowing on 'field' interviews and interview techniques
- Other general assistant tasks as appropriate, i.e. runner duties
- Occasional location shooting with camera crews in London and beyond.
- Technical assistance in the library (e.g. sorting and editing film, making reels).
- Shadowing the Editors. Opportunity to produce own news piece
- Researching footage

Marketing, PR, Advertising and Sales: (I would suggest splitting these into 1. Marketing/Advertising, and 2. PR. We don't really have sales as such)

Marketing:

- Copywriting & Proofing for web marketing / content creation
- Website optimisation strategies
- Using a CMS (adding content to a website)
- Market Research
- Advanced Social Media Marketing across LinkedIn, Twitter & Google +
- Assisting the marketing manager to implement the marketing plan to promote an agency
- Marketing newsletters, press releases, web development, digital marketing, events, monitoring media and producing other company marketing material
- Assisting in new business development, i.e. database updating and reporting, new business reporting, researching business sectors and countries
- Contacting potential clients and business partners by email and telephone
- Participating in meetings and assisting in negotiation of contracts

PR:

- Press Requests: Process call-ins and check the press forms.
- Press Returns: Make sure press returns are all booked back in and stock is put back where it should be.
- Scan Coverage: make sure all pieces of coverage are torn out of the magazines/newspapers. These need to be scanned and cropped.
- Magazines/Newspapers: check the Weekend Supplements/ Newspapers on a Monday morning for coverage. Then file them in the magazine rack.
- Weekly Magazines: Every Tuesday morning check the weekly Magazines for coverage.
- Post: Take all post out. Book all receipts into the book and write the brand to charge back to on the receipt.

- Chasing Back Returns: Chase back any outstanding product that has been out for two weeks or more.
- Events: assisting in the organisation of events.

Music and Theatre:

- Assisting with planning and implementing marketing campaigns for a theatre or music brand
- Assisting in the day to day management of a website and social media channels
- Proofreading printed materials and on the website
- Research and analysis for campaigns and events
- Designing basic flyers and posters
- Editing audio clips and possibly some video content
- Theatre specific:
 - get-in and get-outs
 - lighting rigs
 - providing technical support for events
 - maintaining the tech store
 - building/facilities maintenance

Politics:

- Small research projects on various areas of policy development
- Provide support for working groups including attending meetings, taking notes and following up on action points from meetings
- Arranging for speakers to address working groups
- Updating the Index to Policy
- Organising the updating of the policy briefings
- Helping with general administrative tasks within the unit
- Campaign Events and general campaign support
- Supporting preparations for a report launch reception in Parliament
- Assisting with increase of numbers of supporters and MPs in attendance

Psychology:

- Befriending members
- Offering Practical & Emotional support and active listening to members
- General Administration
- Shadowing staff in duty sessions
- Support or facilitate group activity workshops depending on experience and members' needs (e.g. IT, Walking Groups, Art Workshops)