It was really rewarding to see Calum grow in confidence and awareness of the mobile software development space during his time with us.

ROSS TUFFEE
Founding Director, Dogfi.sh Mobile
Internships at the University of Stirling

The Stirling Internship Programme has been created to help businesses and organisations access the knowledge and skills of our students through offering paid internships during the holiday period. Many of the internships are with small to medium sized employers who are looking to recruit graduates on a full-time basis. This is a great opportunity to work for a growing business, who you never know may be a future Apple or Amazon!

Why Internships are important

Graduate employers look for more than just a good degree result. An increasing number of graduate jobs are secured through undertaking structured internships or demonstrating relevant work experience. Employers are looking for applications from students who have spent time developing transferable skills through employment experience as well as through other activities.

The Stirling Internship Programme has been created to help businesses and organisations access the knowledge and skills of our students who will work on a project or support a range of activities during the key holiday periods.

Undertaking an internship demonstrates your commitment to employability, providing you with opportunities to gain valuable work experience and training which will help your future graduate job prospects.

Six reasons why you should consider an internship

Become more employable: Boost your CV and stand out from the crowd in order to have an edge in the graduate job market.

Help fund your studies: Earn while you learn.

Network with employers: Make professional connections.

Test your career options: Internships can ease your transition into future careers and provide you with an insight into the sector.

Develop practical experience: ‘Real world’ business experience, enabling you to put theory into practice.

Develop transferable skills: Communication, team work, problem solving, decision-making, initiative, creativity and confidence building.

37% of top graduate recruiters expect their graduate positions to be filled by those who have worked in their organisation.*

More than 4/5 of the UK’s leading graduate employers are offering paid internships for students and graduates.*

*Source: High Flyers Research Ltd
Graduate Market 2014
Why did you want to do an internship?

After finishing my marketing degree in June 2012, I had an idea of what my strengths were and the areas in which I needed to improve. I knew my research and analytical skills were strong as they had improved throughout university and were the main focus of the modules I had undertaken.

The internship opportunity that arose with Dogfi.sh Mobile was part funded by Santander and seemed the best way of making the initial transition from university.

How did you find out about the placement?

After seeing the advertisement on the careers website, I gave Dogfi.sh a call to ask for more information surrounding the placement. I spoke to the company’s founder, director and future mentor Ross Tuffee, and I liked the sound of working for a small start-up company that was producing mobile and tablet applications for large multinational organisations.

What was the role?

The role was a business development executive position with Dogfi.sh Mobile and the position was almost entirely based from my home in Glasgow.

What did you enjoy most?

One of the best aspects of the internship with Dogfi.sh was the variety within the role. I worked from home on most of the marketing aspects of the job, conducting research and providing copy, yet I also went on a number of business trips ranging from Perth to London. I enjoyed the convenience of working from home, yet I was also pleased to attend meetings with clients and contribute to discussions.
What was the objective of the internship placement and how long was it?

The overall objective was to deliver a lead into a new market, which is what I managed to achieve by the end of the internship. The initial Santander sponsored internship lasted three months, yet I was involved in the production of a number of branded applications by this point and therefore I continued working for Dogfi.sh for an additional three months in order to deliver these.

What was it like?

Overall, the internship was a tremendous experience as it gave me the opportunity to work within a type of business that is very current and exciting in digital marketing terms. The demand for digital marketing has soared recently, even in the short time since I left university. I am very pleased to have gained some crucial experience in this area. Working with a highly experienced mentor also allowed me to see how meetings often play out and how new business is best acquired.

How do you think it has helped towards planning your future career?

The internship definitely allowed me to recognise the kinds of tasks that I enjoyed carrying out as well as those that I was less enthusiastic about. For example, I really enjoyed carrying out the necessary research to provide copy for presentations and the company’s website, yet I realised how difficult it was to call new institutions within the market and immediately entice them over the phone.

What new skills have you developed?

One of the most important new skills that I gained through the internship with Dogfi.sh was the ability to use a content management system. I used this to upload media such as Youtube videos, social media links and virtual tours within the company’s applications. I also used the CMS to place app buttons on different pages across different international versions of their client’s applications.

Do you have any recommendations or advice to give other students?

I would say get involved in an internship as early as possible while you are at university, especially if you are studying a broad subject such as marketing and are not quite sure which area or which career path you would like to specialise in.

Internships confirm your strengths and weaknesses, therefore if you take part in an internship whilst you are still at university, you can then build upon your weaknesses and maximise your strengths during term time.

For more information on internships at Stirling

www.stir.ac.uk/current-students/careers/internships/