Internship
Shape your future.

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HOWARD BIRCH
MSc Marketing Student, 2013
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?
I had never done an internship in the UK and so I wanted to gain an insight into the demands and pressures of the workplace in Scotland. It was also to boost my CV and hopefully open the door for a full time role.

How did you find out about the placement and what was the selection process like?
I identified The Leith Agency as a company that I wanted to work for and so initiated the contact with the company. There was a bit of email correspondence and they invited me in for a chat. I was then asked to come back for two subsequent meetings with different people and finally they offered me the chance to come and do an internship for a month.

Who was the internship with?
The Leith Agency. I was officially working in the planning department. However, I was lucky enough to work in other departments as well – account handling and creative.

What did you enjoy most?
The role was great. The unique nature of an advertising agency means that no day is the same. One day I would be managing the content for an online game run by The North Face or conducting market research for Baxter’s and then the next I would be involved in a brainstorming session for a new product launch for Tennent’s.

What was the objective of the internship placement and how long was it?
The internship lasted a month. The objective was to develop my personal skillset and learn as much as I could whilst I was there. An advertising agency provides a great place to learn as you work with a wide range of companies across various industries.
What was it like?
It was good fun but very challenging. You are always busy and you always have numerous projects to be working on. It’s definitely not a 9-5 job, you can be there at all hours!

How do you think it has helped towards planning your future career?
Working for The Leith Agency was hugely beneficial for planning my future career path as it provided me with an insight into numerous different industries and so I now have a clearer idea of what I want to do. Also, the demands of an Advertising agency meant that the internship was a steep learning curve and gave me numerous transferable skills that I can take into future jobs.

What new skills did it give you?
Loads! My organisation skills improved a lot, as did my confidence, communication and computer skills.

Do you have any recommendations or advice to give other students?
I think that internships provide more added value to CV’s and for potential employers than anything else. So identify the companies that you want to work for and show the initiative and contact them to arrange a meeting. If you can’t get a contact in the company then apply! apply! apply!

For more information on internships at Stirling
www.stir.ac.uk/current-students/careers/internships/