



EDINBURGH INTERNSHIP PROGRAM - INTERNSHIP FIELD INFORMATION

Introduction to the Internship Placement Process

This guide to the Edinburgh Internship Program details possible areas in which placements may be made. All participants are asked to read this introduction and the sections relevant to your internship interests, an index of which is listed on the following page.

Once you have done so you will be ready to complete the Internship Placement Questionnaire which will provide the internship team in Edinburgh with an initial indication of your interests and serve as a starting point for finding a suitable placement.

The internship team will then your CV and program details to find a suitable match and, once this match has been found, will contact you via email with a provisional placement offer. The next step will be for the internship team to arrange an interview, either by Skype or in-person, after you arrive in Edinburgh. Once you have been interviewed the internship team will follow up with both you and the organization to confirm and finalize the details of your placement.

About Internship Placements

Arcadia guarantees an internship placement for every participant on the Edinburgh Internship Program, but please bear in mind that while we make every effort to accommodate stated preferences, we cannot guarantee any particular field or type of organization.

Edinburgh is a highly competitive environment for sourcing internships, which is why we must have a good degree of flexibility in the placement search.

Please also remember that any placement offer received is provisional pending a successful interview.

Internship Placement Questionnaire

The Internship Placement Questionnaire is an electronic form that provides the Edinburgh Internship Program team with brief background information on your experience, interests and future goals, all of which will inform the sourcing of a suitable internship placement in Edinburgh.

Submitting your answers to the questionnaire, along with your CV and Internship Interest Statement in the initial application, is the first step in the internship placement process. In addition to questions regarding current experience and future goals, the questionnaire will ask you to indicate 3 fields of interest for your Edinburgh internship. These points may be taken directly from the relevant field sections in this handout.

While the questionnaire will serve as a starting point in the placement search, students should be aware that a member of the Edinburgh Internship team may contact them if further information or flexibility on fields of interest is required.

Internship Field Information

Below you will find information on possible internship fields in Edinburgh, providing ideas on what you may expect in these types of placements. It is by no means a definitive list of the tasks you may undertake, but should be seen as a guide only.

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There are a number of fields of interest that are occasionally requested that are not available on the Edinburgh Internship Program. These include, but are not limited to, architecture, engineering, law/legal practices, and medicine/medically-related services. It is generally not possible to locate placements within these fields due to specific industry and education requirements.

Other Fields

If there is a field you are interested in that is not listed here, please contact your Program Manager directly, or email us at auaborad@arcadia.edu to discuss the possibilities available.

BUSINESS OPERATIONS

Business Operations allows resources to be identified and applied to a formal organization to efficiently accomplish set goals within a business. This requires a wide range of responsibilities that can be universally applied to management within multiple industries. A background in theoretical financial budgeting, organization, planning, staffing and directing are always beneficial to entering into an internship in Business Operations.

Students interested in Business Operations should also note that this can also include in-house accounting (company finance) as well as in-house marketing and public relations, and anyone interested in these areas should include this in the application.

In particular, students who choose Business Operations are likely to work in one of the following focus areas: *general administration, human resources, recruitment, or supply chain management.*

Duties May Involve:

- administrative duties
- assisting line managers
- implement policies and procedures
- marketing
- liaising with external partners and stakeholders
- overseeing stock control
- working closely with different departments
- data management
- processing orders

*Duties will vary according to the job and organization

Information for the Internship Placement Questionnaire:

Interested in an internship in Business Operations?

Indicate **Business Operations** as one of the 3 Fields of Interest in your Internship Placement Questionnaire. Under areas of focus, please list as many types of the *italicized* placements above, indicating any preferences. You may also indicate preferences on size of organization, particular duties or any other points you'd like us to consider for a business operations internship.

If you have any other ideas of business operations that we've not discussed here, please feel free to indicate these.

Please note: students are reminded when indicating preferences that we need a good degree of flexibility, and that we cannot make guarantees about types of placements or size.

Please list 2 other fields of interest in the Internship Placement Questionnaire, indicating any preferred fields

CREATIVE INDUSTRIES

Creative Industries address a range of needs within the realm of popular culture, forming a major commercial and cultural sector. Interns have the opportunity to gain experience in a number of different fields, including the *performing arts, film and TV, video games, publishing and journalism*.

As there are so many different paths that this internship can take, it is difficult to specify exactly which responsibilities an intern will take on, though duties might involve working with promoters, assisting with events, carrying out relevant research and managing data.

There is the potential to work in either commercial or non-profit organizations, such as a theatres, television stations, small companies, newspapers, charities or local councils, among other possible organizations.

Duties May Involve

- researching events and stories
- writing correspondences
- event planning/advertising/marketing
- fundraising and development
- testing products
- data management

*Duties will vary according to the job and organization

Information for the Internship Placement Questionnaire:

Interested in an internship in Creative Industries?

Indicate Creative Industries as one of the 3 Fields of Interest in your Internship Placement Questionnaire.

Under areas of focus, please list as many types of the italicized placements above, indicating any preferences. You may also indicate preferences on size of organization, particular duties or any other points you'd like us to consider for a creative industries internship.

Please note: students are reminded when indicating preferences that we need a good degree of flexibility, and that we cannot make guarantees about types of placements or size.

Please list 2 other fields of interest in the Internship Placement Questionnaire, indicating any preferred fields

CULTURE SPECIFIC INDUSTRIES

Scotland is a world leader in a number of industries which are closely tied to the country's history, geography, and natural resources. Students in a Culture Specific Industries internship will participate in the day-to-day operations of a local business or organization as in other internships but with a key difference - these industries are integral to Scottish identity and essential to Scotland's economy.

Internships in this field can fit into a number of job categorizations, such as, marketing, tourism, food and beverage, and sport, however, each intern will be placed in an industry which is crucial to Scotland's present and future development. This is an opportunity to experience firsthand the importance of specialized industries in the running of a small nation.

Students applying to a Culture Specific Industries internship may be placed in organizations that work in *golf tourism*, *regional tourism* (groups organizing tours to the Highlands, Islands, etc.), *textiles*, and *the whisky industry*.

Duties May Involve:

- planning and organizing tours
- customer service
- lead tours of facilities
- distribution, warehousing, and storage
- public relations and marketing
- data management and general administration

*Duties will vary according to the job and organization

Information for the Internship Placement Questionnaire:

Interested in an internship in Culture Specific Industries?

Indicate **Culture Specific Industries** as one of the 3 Fields of Interest in your Internship Placement Questionnaire.

Under areas of focus, please list as many types of the *italicized* placements above, indicating any preferences. You may also indicate preferences on size of organization, particular duties or any other points you'd like us to consider for a culture specific industries internship.

Please note: students are reminded when indicating preferences that we need a good degree of flexibility, and that we cannot make guarantees about types of placements or size.

Please list 2 other fields of interest in the Internship Placement Questionnaire, indicating any preferred fields

HERITAGE MANAGEMENT

Heritage Management placements can be found in a variety of *archeological firms, anthropological institutions, historic homes, galleries, museums, archives, libraries* and *other organizations* that display, preserve, restore or help promote art and objects in their various forms. Roles can include administration in fine arts and material culture as well as performing arts, although readers should note that there is also a separate section on Creative Industries.

Placements have the potential to be diverse in nature and to cover a wide range of historic materials, periods and areas of interest. Interns may have the chance to work directly with works of art, objects and documents, by cataloguing collections, assisting with preservation, researching materials and dealing with the everyday administration of cultural institutions.

Edinburgh has a wealth of sites and collections, which are rich in historical and cultural significance. Within these settings, in the past interns have worked closely with their supervisors to develop projects, which closely match their career and research interests.

Other types of heritage management organizations may include arts councils or other bodies involved in the general promotion of and fundraising for art in the community or education.

Duties May Involve:

- assisting in the organization and display of works
- researching components of a collection
- cataloguing artwork and materials
- facilitating the everyday running of historic homes and collections
- fundraising and development
- general administrative duties
- duties will vary according to the job and organization

*Duties will vary according to the job and organization

Information for the Internship Placement Questionnaire:

Interested in an internship in Heritage Management?

Indicate **Heritage Management** as one of the 3 Fields of Interest in your Internship Placement Questionnaire.

Under areas of focus, please list as many types of the *italicized* placements above, indicating any preferences. You may also indicate preferences on size of organization, particular duties or any other points you'd like us to consider for a heritage management internship.

Please note: students are reminded when indicating preferences that we need a good degree of flexibility, and that we cannot make guarantees about types of placements or size.

Please list 2 other fields of interest in the Internship Placement Questionnaire, indicating any preferred fields

MARKETING, ADVERTISING AND PUBLIC RELATIONS

Marketing, Advertising and Public Relations use various forms of media and communication to build, promote, maintain and manage the reputation of organizations. These areas are essential to the functioning of public bodies, businesses and voluntary organizations. Those working in these industries communicate key messages to defined target audiences in order to establish and maintain goodwill and understanding between an organization and its public.

As these fields are integral to the operation of nearly every institution or business, there is the potential for placements to be set in both the private and public sectors and across a wide range of industries. For example, interns may have the chance to work in *small businesses, non-profit institutions, arts, travel, sports, hospitality, tourism and media*, to name a few.

Duties May Involve:

- planning, developing and implementing PR strategies
- creating and distributing promotional materials
- liaising with and answering enquiries from media, individuals and other organizations, often via telephone and email
- collating and analyzing media coverage
- writing and editing in-house magazines, case studies, speeches, articles and annual reports
- preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programs
- organizing events including press conferences, exhibitions, open days and press tours
- maintaining and updating information on the organization's website
- managing the PR aspect of a potential crisis situation
- administrative duties

*Duties will vary according to the job and organization

Information for the Internship Placement Questionnaire:

Interested in an internship in Marketing, Advertising and Public Relations?

Indicate **Marketing, Advertising and Public Relations** as one of the 3 Fields of Interest in your Internship Placement Questionnaire.

Under areas of focus, please list as many types of the *italicized* placements above, indicating any preferences. You may also indicate preferences on size of organization, particular duties or any other points you'd like us to consider for a marketing, advertising and public relations internship.

Please note: students are reminded when indicating preferences that we need a good degree of flexibility, and that we cannot make guarantees about industries or size.

Please list 2 other fields of interest in the Internship Placement Questionnaire, indicating any preferred fields

NON-GOVERNMENTAL ORGANIZATIONS (NGOs)

There are many different types of organizations that we classify as Non-Governmental Organization including those working in social, political, and economic spheres that are not part of governments or political parties.

NGOs can be focused locally, nationally or internationally and include non-profit organizations, charities, advocacy groups, political consultancies, lobbying groups and research institutions. We have broken these down into two broad categories - socially focused organizations and politically/economically focused organizations.

Socially Focused NGOs

Many interns work with socially focused organizations with an emphasis on areas such as youth advocacy, women's issues, health, poverty, human rights, race issues, refugees, immigration, LGBT and environmental matters, to name a few. Some groups may have an international focus, while others may be more local or community based.

Politically/Economically Focused NGOs

Although not as easy to source as socially focused NGOs, placements based in a political or economic sphere may include policy research, economic development, foreign policy, security/defense, political lobbying, political consultancies, and public affairs.

No matter the focus of an NGO, interns will find that there is a great deal of cross-over in the type of duties that are undertaken.

Duties May Involve:

- campaigning, including marketing and public relations in raising awareness of the organization's cause
- fundraising, including liaising with donors
- press monitoring/PR
- event planning
- research
- general office administration

*Duties will vary according to the job and organization

Information for the Internship Placement Questionnaire:

Interested in an internship with a Non-Government Organization?

Indicate **Non-Government Organization (NGO)** as one of the 3 Fields of Interest in your Internship Placement Questionnaire.

Under areas of focus, please list whether interested in a socially focused or politically or economically focused NGO (or both) and as many interests as can reasonably be based on the information above, as well as any preferences.

Please note: students are reminded when indicating preferences that we need a maximum degree of flexibility, and that we cannot make guarantees about types of placements or size.

Please list 2 other fields of interest in the Internship Placement Questionnaire, indicating any preferred fields

SPORTS MANAGEMENT

Sports Management is an exciting area of athletics that combines administration, marketing and financial skills within the context of sport. In addition, it examines the nature and meaning of sport within the framework of communities, businesses, and the environment.

Sports Management internships present a range of opportunities to experience the ins and outs of the sporting market. From the marketing and financing of sports centers or groups to the management of local arenas and teams, undertaking an internship will ensure that students will further understand how these aspects of a Sports Management degree can be implemented within the workplace.

Sports management internships are a great way to gain experience for future careers in physical education, professional athletic organizations, marketing within various sporting companies, as well as the fitness industry.

Duties May Involve:

- multi-media marketing
- website design
- data management
- accounting
- assisting coaching staff
- office administration
- expect weekend hours and late evenings

*Duties will vary according to the job and organization

Information for the Internship Placement Questionnaire:

Interested in an internship in Sports Management?

Indicate **Sports Management** as one of the 3 Fields of Interest in your Internship Placement Questionnaire. If you have any other ideas of sports management that we've not discussed here, please feel free to indicate these.

Please note: students are reminded when indicating preferences that we need a good degree of flexibility, and that we cannot make guarantees about types of placements or size.

Please list 2 other fields of interest in the Internship Placement Questionnaire, indicating any preferred fields