



DUBLIN INTERNSHIP PROGRAM - INTERNSHIP FIELD INFORMATION

Introduction to the Internship Placement Process

This is a general guide to the types of internship fields where students on the Dublin Internship Program are typically placed. All participants are asked to read this introduction and the sections relevant to your internship interests. An index is listed on the following page.

Then you will be ready to complete the Internship Placement Questionnaire. This will provide the internship team in Dublin with a preliminary indication of your interests and serve as a starting point for a suitable placement search.

Next, using this information, the internship team will contact employers with your CV and program details. Once a suitable match has been found, Arcadia will contact you via email with a provisional placement offer. Please review this information, which will most likely contain information about the organization, a brief description of the placement and any testimonials from previous students. The next step will be for the internship team to arrange an interview, either by Skype while you are in the USA, or in-person after your arrival in Dublin, with the host organization. Once you have been interviewed, Arcadia will follow up with both you and the organization to confirm your mutual interest, finalizing any last details.

About Internship Placements

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

Dublin 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 as it is subject to the employer's discretion and a successful interview. Students will be presented with one provisional internship placement and it is unlikely that the provisional offer can be "rejected" or turned down by the student.

Internship Placement Questionnaire

The Internship Placement Questionnaire is an electronic form that provides the Dublin 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 Dublin.

Submitting your answers to the questionnaire, along with your CV, 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 three fields of interest for your Dublin internship, as well any specific focus areas within the fields indicated. 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 Dublin 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 Dublin, providing ideas on what you may expect in these types of placements. This list is by no means definitive of the tasks you may undertake, but should be seen as a useful guide.

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Key Fields Not Available

There are several fields of interest that are occasionally requested that are not available on the Dublin Internship Program. These include, but are not limited to, the following:

Medicine/Medically-related – placements in medicine, including observation, are not available as most hospitals and healthcare facilities have existing agreements for students in Irish medical programs and do not offer availability for US undergraduate students.

Physical Sciences – placements in chemistry and physics are extremely difficult to find for a short-term program and, as with medicine, are usually reserved for students on Irish university programs.

Engineering – placements in engineering are extremely difficult to source, as most employers prefer students available for six months or more, making short-term placements very rare and limited in scope. Furthermore US undergraduates usually do not possess the academic experience required for work experience in this sector.

Professional Sports – there are no professional sports in Ireland. Players do not get paid for their participation in sports. While there are many volunteer and non-profit sports organizations like the Gaelic Athletic Association and The Irish Rugby Football Union, these organizations do not take unpaid student interns.

Other Fields

If there is a field you are interested in that is not listed here, please contact the Dublin internship team at dublininterns@arcadia.edu to discuss the possibilities available.

ACCOUNTING

A career in accounting can offer varied job functions ranging from an audit or tax consulting career with a public accounting firm, to an accounting position in a company's finance department, to a position with public sector accounting or a non-profit organization.

Accounting Firms

Accounting firms provide a range of services. Traditionally, the two primary services provided are audit and tax. However, many accounting firms have grown their advisory services to offer risk management, transaction services, business process outsourcing, consulting and IT advising. Internships with accounting firms tend to take place in smaller firms, and students should note that placements in Management Consultancies and Big 4 firms are very rarely found.

Company Finance

There is also the possibility of working in the finance department of a particular company in any number of industries. These can involve all aspects of a company's financial transactions and bookkeeping – recording sales, purchases, income, payroll, payments and reporting these to the relevant authorities.

Accounting Internship Duties May Involve Support With:

- assisting with the preparation of accounts;
- managing staff payroll;
- receiving and settling invoices;
- dealing with basic bookkeeping;
- auditing external and internal work;
- looking after all financial transactions, budgets and payroll;
- monitoring staff and company expenses;
- controlling budgets;
- accounting for resources;
- liaising with other professionals in the field;
- writing reports.

Information for the Internship Placement Questionnaire:

Interested in an internship in Accounting?

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

Under areas of focus, please list whether you would be interested in a firm or company finance, indicating any preferences. You may also indicate preferences for industries, particular duties or any other points you'd like us to consider for accounting or company finance internship.

Please note: students interested in Accounting are reminded when indicating preferences that we need a maximum degree of flexibility, and that we cannot make guarantees about types of industries or size of firm or company. We can't guarantee placements in Big 4 firms or Management Consulting.

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

ADVERTISING

Advertising promotes a product, service or event to portions of the general public, commonly referred to as the target audience, to fill a desire or need in the marketplace. Advertising is written by advertising copywriters and finished with artwork by graphic designers and reaches its target audience through print, broadcast, internet, outdoor and [point of purchase](#) (POP) channels. The most common areas for internships in Advertising are Account Planning and Media Buying.

Account Planning

Account Planners play a key part in developing advertising campaigns with responsibility for writing the formal creative brief and for providing the ideal environment for creative development. They combine market data, qualitative research and product knowledge within a brief to enable the creative team to produce advertising ideas that resolve defined business problems.

Media Buying

Media Buying involves the purchase of media space – television, film, radio, print, billboards, etc. – at optimal placement and price. The main task of media buying lies within the negotiation of price and placement to ensure the best possible value can be secured.

Account Planning Duties May Involve Support With:

- communicating with colleagues within the agency, such as creatives, in the process of developing a campaign;
- researching the product or service to be advertised, which may involve gaining technical or specific knowledge;
- meeting the client to learn the background to the brand and advising on approach to the target market;
- providing the creative team with a clearly defined brief that contains concise information on the product, audience and strategy;
- analyzing and interpreting customer response and sales data to evaluate the effectiveness of the campaign.

Media Buying Duties May Involve Support With:

- identifying the target audience for a particular media campaign;
- keeping up to date with industry research figures, including distribution figures (newspapers and magazines) and audience figures (TV and radio);
- liaising and building relationships with clients and media sales companies;
- negotiating with media sales companies to obtain the best rates and most appropriate media spaces in online, broadcast and print advertising;
- booking individual advertising spots, e.g. pages, posters, internet banners, broadcast adverts, etc.

Information for the Internship Placement Questionnaire:

Interested in an internship in Advertising?

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

Under areas of focus, please indicate whether you are interested in Account Planning or Media Buying.

Please note: Advertising is a very competitive industry for sourcing placements in Dublin.

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

ARTS

Arts placements can be found in a variety of galleries, museums, archives and organizations that display, preserve, restore or help promote art in its various formats. It can include administration in fine arts as well as performing arts, although readers should note that there is also a separate section on theatre.

With so many types of organizations under one industry heading it is difficult to give specifics on duties, but most placements in arts tend to take place in galleries, and particularly commercial art galleries, of which there are many in Dublin.

Commercial galleries tend to be small and are focused on the display and sale of its works. Students working in commercial galleries usually have the opportunity to get involved in or exposed to all aspects of the gallery's operations, often including the handling and display of works, organizing events or exhibitions, liaising with artists, marketing, PR and administration, to name a few.

Placements in larger, well-known art galleries can be very difficult to secure, and when found tend to be administrative in nature (for example, marketing or PR) as opposed to handling art or being involved in curatorial work. Most large galleries do not take interns for less than 6 months.

Similarly, large, well-known museums tend not to take students for short-term placements (less than 6 months) and many have current arrangements with Irish universities for placements with postgraduate students. There are many smaller, specialized museums in Dublin and we do sometimes find roles within these.

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

Arts Internship Duties May Involve Support With:

- assisting in the organizing and display of works, sometimes in conjunction with the artist (commercial gallery);
- cataloguing works of arts;
- fundraising and development;
- PR/marketing/event planning;
- general administrative duties.

Information for the Internship Placement Questionnaire:

Interested in an internship in Arts?

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

Under areas of focus, please list as many types of the placements described 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 an arts 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 arts placements or size.

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

BUSINESS OPERATIONS (including HR)

In addition to the specific fields covered elsewhere in this document, there are other business operations that take place across various industries, and we will cover two in which we've had success here:

- Human Resources and Recruitment
- Supply Chain Management

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 refer to the sections on Accounting, Marketing and Public Relations for further details on these. The workplace environment for these types of internships is usually more intimate, with a smaller work staff carrying out a multiplicity of roles.

Human Resources and Recruitment

Human resources (HR) officers develop and implement policies relating to personnel within an organization. Their aim is to ensure that the organization employs the right balance of staff in terms of skills and experience, and that training and development opportunities are available. Internships in HR focus on administrative support for the varied functions within this area of business.

Internships can sometimes be found in recruitment consultancies – agencies that provide third-party sourcing (sometimes known as 'headhunting') for executive-level and senior management in fields such as financial services.

Supply Chain Management

Supply chain management (SCM) is the oversight of materials, information, and finances as they move in a process from supplier or manufacturer to consumer. Supply chain management involves coordinating and integrating these flows both within and between companies.

Human Resources Internship Duties May Involve Support With:

- working closely with departments, assisting line managers to implement policies and procedures;
- liaising with a wide range of people involved in policy areas such as staff performance and health and safety;
- recruiting staff - developing job descriptions, preparing job adverts, checking application forms;
- marketing (within recruitment consultancies);
- administering payroll and maintaining employee records.

Supply Chain Management Internship Duties May Involve Support With:

- liaising with customers, suppliers and transport companies;
- planning and monitoring the storage, delivery and dispatch of orders;
- overseeing stock control and processing orders;
- administrative duties.

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 whether you are interested in HR or SCM, indicating any preferences. 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 maximum degree of flexibility, and that we cannot make guarantees about types of business operations placements or size.

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

FINANCIAL SERVICES

Financial Services involves the wide variety of organizations that deal with the management of money and the raising of capital. Placements in this area tend to focus on investment banks, smaller investment firms, financial marketing, financial information services and investor relations. The vast majority of financial service operations in Dublin conduct back office support for a larger service in the UK or the USA.

Large Multinational Financial Service Firm

Many larger multinational financial service firms have a presence in Dublin. However little investment banking, mergers and acquisitions or venture capital takes place in Dublin. Most of the work conducted at these larger firms involve back office support that includes fund accounting, database management, reconciliations, and fund transfer management. Students looking for a big name financial service brand will need to keep this in mind.

Smaller Investment Firms

There are a number of other types of organizations that raise capital for various purposes. These tend to be smaller than investment banks (usually less than 20 people) and can sometimes give an intern a broader overview of the overall operations of the business and a chance to get a little more closely involved. There are several types of these, including:

- Private Equity – investments that are not publicly traded (stock exchange) but from institutional investors putting money into already existing companies, or merging companies.
- Venture Capital – a type of private equity involving investments for early-stage, high-potential growth companies – usually in biotech, high tech and particularly green, renewable technology
- Hedge Funds – an investment fund characterized by its efforts to minimize risks through tactics such as short-selling. Typically open only to professional or very wealthy investors.

Other Financial Services Roles

- Financial Marketing – many smaller firms in financial services, as well as some larger firms, offer placements in the area of marketing for various kinds of financial products.
- Financial Information Services – there are a number of organizations that provide information and analysis on the financial services industry, and these can include sales of financial software, research on financial news and industry analysis. Such placements can provide a great overview of the finance industry.
- Investor Relations – this area is involved with communications with investors and other industry figures. Students interested in financial communications and PR can gain good experience in this area.

Information for the Internship Placement Questionnaire:

Interested in an internship in Financial Services?

Indicate **Financial Services** as one of the 3 Fields of Interest in your Internship Placement Questionnaire.

Under areas of focus, please list as many types of the placements described above as you reasonably would like, 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 financial services internship.

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

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

HOSPITALITY

The field of hospitality covers a wide range of organizations, although most placements tend to take place in hotels, travel/tourism companies, corporate events, concierge services and, to a lesser extent, bars and restaurants.

Hotels

Hotels are among the more commonly found venues for internships in hospitality, and there are many areas within hotels in which an intern can gain experience. These include front desk, sales and marketing, food and beverage operations, event planning, supply chain management, finance and accounting, human resources and facilities management. If interested in a hotel, please indicate which of these areas you would like.

Travel/Tourism Companies

As a major tourism destination, there are many companies in Dublin that administer tourism activities, some of whom have taken students in the past for internships. There are also travel companies who undertake bookings for international tourist destinations. Students in these areas have worked in finance, marketing and PR.

Corporate Events

A number of interns have been placed in the area of corporate events, with specialist organizations who arrange events geared toward relaying brand value and company vision to a target group. These range from parties, conferences to brand launches to weddings. Interns may be involved in a range of event planning activities, as well as marketing and PR, administration and finance.

Concierge Services

There are several luxury concierge organizations that provide a range of services covering every facet of the luxury lifestyle market including travel, real estate, wine, art, luxury retail, events, public relations, publishing and more. Interns in this field can get involved in event planning, marketing, PR and finance.

Bars and Restaurants

Dublin is a center for food and nightlife, and some interns have been placed in various roles in restaurants and bars, including event planning, marketing, PR, food & beverage operations and administration.

Information for the Internship Placement Questionnaire:

Interested in an internship in Hospitality?

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

Under areas of focus, please list as many interests as you reasonably can, based on the information above, and 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 hospitality placements or size.

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

JOURNALISM

While Dublin is not a hub for the publishing industry, it is home to many periodicals, magazines and broadcast outlets across a wide range of interests. Internships in Journalism tend to take place in print publications (including online). Opportunities in beat reporting and broadcast journalism will not be available.

Newspapers

Limited opportunities in daily newspapers. Like most of the world, Ireland has seen reduced sales in printed news.

Magazines

There are a great many magazines published in Dublin across every area of interest. If considering a magazine internship, think about and indicate what subjects you would like. These may include, but are not necessarily limited to, interests such as current events, politics, food, travel, film, music, arts, fashion & beauty, health, sport, Dublin listings, industry trades, etc.

As with so many fields, students are asked to be flexible about size of publication and to list at least several areas of interest in the Internship Placement Questionnaire. Students should also be aware that by-lines and other writing roles are not guaranteed, and are usually more prevalent on smaller publications.

Publishing

There may be some opportunities to work in book publishing, although students will need to be open to smaller publishing houses. Marketing/Sales placements are far more common than editorial work.

Journalism Internship Duties May Involve:

- writing features or reviews;
- research, conducting interviews;
- copy-editing;
- general administration.

Interested in an internship in Journalism?

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

Under areas of focus, please list as many interests as you reasonably can, based on the information above, and any preferences.

Also, please indicate if you are in possession of sample work which can be provided for the publication to consider in addition to your resume, and we can then request this from you if needed.

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 journalism placements or size.

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

LAW

Many undergraduates considering going to law school in the US can benefit from the experience of working in the Irish legal system, particularly with the US legal system's basis in English common law.

Law internships tend to take place mainly in the areas of Criminal, Civil and Corporate Law. Students also need to understand key legal terms like solicitor and barrister. Since Law is an undergraduate qualification in Ireland, most Irish students will be more advanced in legal studies than their American peers, so keep this in mind.

Criminal Law

Criminal law firms work to defend clients in a wide range of cases. Internships often take place in firms supported by legal aid, defending clients who cannot afford to be defended by private firms. Placements in criminal law have a good degree of variation. One day may involve clerking in court, or visiting clients, and other days may involve research or other work in the office.

Civil Law

Civil law firms focus on laws pertaining to non-criminal matters, including housing, immigration, property, family matters (child custody, divorce), wills and probate, personal injury, and employment, among others. As with criminal law, civil law placements usually involve a good degree of variation, with similar duties such as clerking in court, seeing clients and working in the office.

Corporate Law

Corporate law can focus on a wide-range of legal matters pertaining to how a company can operate but often deals with contracts between a given company and other outside organizations, governments or individuals. Corporate law internships can take place either in-house where you will be working specifically for the given company, or within a corporate law firm dealing with multiple clients. Corporate law internships tend to be office-based, with little chance of going into a courtroom.

Possible duties in Law include:

- attending court (criminal & civil only);
- client interviews;
- police station visits (criminal only);
- report writing;
- transcribing tapes/videos;
- reviewing contracts (corporate);
- research;
- general administrative duties.

Information for the Internship Placement Questionnaire:

Interested in an internship in Law?

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

Under areas of focus, please list as many interests as you reasonably can, based on the information above, and any preferences. Understand the difference between a solicitor and a barrister.

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 law placements or size.

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

MARKETING

Marketing involves making sure that an organization identifies and meets the needs of its customers and promotes its product or services. These activities include the market research necessary for the identification, selection and development of a product, its brand and its customer base.

Marketing also includes analyzing competitors, positioning products or services, pricing, and promotion through continued advertising, events, public relations and sales.

Internships within marketing will generally be **in-house** (in one company's marketing department) although we do occasionally find internships in marketing agencies who work provide marketing services for multiple organizations.

Marketing Duties May Involve Support With:

- liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner organizations;
- communicating with target audiences and managing customer relationships;
- sourcing advertising opportunities and placing adverts in the press - local, regional, national and specialist publications - or on the radio, depending on the organization and the campaign;
- managing the production of marketing materials, including leaflets, posters, flyers, newsletters,
- liaising with designers and printers;
- maintaining and updating customer databases;
- organizing and attending events such as conferences, seminars, receptions and exhibitions;
- conducting market research such as customer questionnaires and focus groups;
- contributing to, and developing, marketing plans and strategies;
- monitoring competitor activity;
- administrative duties.

Marketing Industries:

Marketing placements can take place across a wide range of industries such as small businesses, financial services, economics, not-for-profit, fashion, entertainment, hospitality, tourism, arts and travel, to name a few.

Information for the Internship Placement Questionnaire:

Interested in an internship in Marketing?

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

Under areas of focus, please list as many industries as you reasonably can, indicating any preferences. You may also indicate preferences on size of company, particular duties or any other points you'd like us to consider for a marketing 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, size or particular duties.

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

NON-GOVERNMENT ORGANIZATIONS (NGOs)

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

NGO's can be focused locally, nationally or internationally and include not-for-profit organizations, charities, advocacy groups, political consultancies, lobbying groups and research organizations. We have broken these down into two broad categories - socially focused organizations and politically/economically focused organizations.

Socially Focused NGO's

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

Socially Focused NGO Internships May Involve Support With:

- campaigning, including marketing and public relations in raising awareness to the organization's cause;
- fundraising, including liaising with donors;
- event planning;
- research;
- general office administration.

Politically/Economically Focused NGO's

Although not as easy to source as with socially focused NGO's, we have had placements in the past with organizations with a political or economic focus, including policy research, economic development, foreign policy, security/defense, political lobbying, political consultancies, and public affairs.

Politically/Economically Focused NGO Internships May Involve Support With:

- assisting with research projects;
- marketing and event planning;
- press monitoring/PR;
- general office administration.

Tasks will vary from placement to placement but may include research, event planning, marketing/public relations and general office administration.

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 you can 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 NGO placements or size.

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

PSYCHOLOGY & HEALTH SERVICES

We classify the areas of Psychology & Health Services together as the limited opportunities available in the area of healthcare mostly occur in the area of mental health, although there may be some limited options in other areas.

Please note, however, that medical placements are not available.

Internships in the field of Psychology are broadly found in research departments, health-related organizations and client/patient contact facilities, which may involve some level of client/patient care observation. Interested students should note that Psychology & Health Services is one of the most challenging fields for internships in Dublin, especially opportunities that involve patient interaction.

Contact Psychology

Placements involving contact with patients are limited to mental health (not medicine) and are almost exclusively observational. They usually also involve a good degree of administration. Students should be aware that these can be difficult to find as well, and must present flexibility by including other options.

Contact placements have been found in some psychiatric wards and other mental health clinics, women's shelters, special needs schools, day care centers, elderly care services, etc. Tasks can involve administration, client communication, observing consultations, assisting with group facilitation, etc.

Research Psychology

There are opportunities to undertake a placement in the area of research psychology across a wide range of projects, including neuro-psychology, behavioral and cognitive psychology. Tasks can include assisting with interviews, administration and research analysis.

Health Related Organizations

While we cannot source medical care placements, there may be opportunities to undertake placements in a public health related organization such as non-profit organizations working to promote healthcare for various groups, a health communications agency (PR/marketing) or a medical publisher.

****SPECIAL NOTE FOR ALL PSYCHOLOGY & HEALTH SERVICES PLACEMENTS****

All students wishing to undertake a placement that will involve contact with clients/patients (contact and research) must obtain a police background check before coming on the program. Please contact your local community police department to enquire about obtaining the background check.

Information for the Internship Placement Questionnaire:

Interested in an internship Psychology & Health Services?

Indicate **Psychology & Health Services** as one of the 3 Fields of Interest in your Internship Placement Questionnaire.

Under areas of focus, please list as many interests as you reasonably can, based on the information above, and 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 the type of Psychology placement.

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

PUBLIC RELATIONS

Public Relations involves making use of all forms of media and communication to build, maintain and manage the reputation of organizations ranging from public bodies or services to businesses and voluntary organizations. PR officers communicate key messages, often using third party endorsements, to defined target audiences in order to establish and maintain goodwill and understanding between an organization and its public.

PR officers monitor publicity and conduct research to find out the concerns and expectations of an organization's stakeholders. They then report and explain the findings to its management.

They often work in-house and can be found in both the private and public sectors, from the utility and media sectors to voluntary and not-for-profit organizations. Some PR officers may be based in consultancies.

Public Relations Duties May Involve Support With:

- planning, developing and implementing PR strategies;
- liaising with and answering enquiries from media, individuals and other organizations, often via telephone and email;
- researching, writing and distributing press releases to targeted media;
- 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.

Public Relations Industries:

Public Relations placements can take place across a wide range of industries such as small businesses, not-for-profit, fashion, entertainment, arts, travel, hospitality and tourism, to name a few.

Information for the Internship Placement Questionnaire:

Interested in an internship in Public Relations?

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

Under areas of focus, please list as many industries as you can, indicating any preferences. You may also indicate preferences on size of company, particular duties or any other points you'd like us to consider for a 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

THEATRE

Dublin is known for its theatre and talented performers. Students interested in Theatre related internships must be flexible on the type of role and venue, particularly as placements in large, well-known, theatres are very difficult to secure. Production based placements – stage management, lighting, scenery – are primarily found in smaller fringe theatres. Those wishing to work in a larger theatre will need to be open to roles such as marketing, administration and box office. Indeed, students should note that even these types of roles can be difficult to secure in larger theatres and provide suitable flexibility.

Students interested in the administrative side of theatrical production have also been placed in some of the various casting agencies. Such placements can provide exposure to the world of artist/performer representation and public relations.

Theatre Internship Duties May Involve Support With:

- publicity, marketing;
- box office;
- event planning/fundraising;
- stage management;
- theatre education;
- casting;
- general administration.

Information for the Internship Placement Questionnaire:

Interested in an internship in Theatre?

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

Under areas of focus, please list as many types of the placements described 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 theatre 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 theatre placements or size.

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