INTRODUCTION

Congratulations on your decision to intern in London. This may be your first practical experience of the professional field you’ve been studying; for most of our interns, it is definitely their first experience of professional life in London. Terminology, expectations, and opportunities can vary a little (or a lot) from your previous experience in the US, so we’ve created this document to give you a London-specific overview of some of the more popular fields you could be placed in for your internship in London.

This document outlines a selection of the industries, departments, roles, and responsibilities that are commonly available to US undergraduate interns depending on:

- your field of study
- experience
- university or program requirements
- interests

Internship Industries

This is by no means a definitive list and should be seen as a guide only. We enjoy working with the full range of our students’ diverse interests – if you are interested in a field that isn’t covered here, ask about it in your placement meeting.

- Communications
- Hospitality and Tourism
- Business and Finance
- Media
- Arts
- Politics
- Law
- Psychology and Health Sciences
COMMUNICATIONS

Advertising

Advertising placements are usually based in an advertising agency. The agency could be a full service agency or a specialist agency e.g. media buying.

Please note that creative advertising placements (Art Director or Copywriter) are not available for short-term internships although exposure to the creative process can often be part of the placement.

The advertising industry is a very competitive field and placements tend to be in small boutique agencies. You could be working across a variety of mediums: print, television, digital, direct mail, social media etc. Advertising agencies usually work with a variety of clients and products so we are not able match your specific industry sector e.g. healthcare, food, beauty. If your interests are that specific you will need to be flexible and consider the whole range of placements within the communications field.

Types of Positions:

- Account Handling or Planning
- Media Buying or Planning
- Production (usually based at a specialist advertising production company as opposed to an agency)

Possible Duties:

- Research and analysis (clients and/or competitors)
- Spreadsheet and data entry and PowerPoint presentations
- Brainstorming sessions
- Product launches
- Client meetings
- General administrative duties
Public Relations

Broadly speaking Public Relations placements can be within a specialist PR agency or 'in-house,' i.e. the public relations department of a company or organization. In an agency placement you could be working with a range of clients or products or the agency could specialize in a particular industry sector. In-house PR offers the opportunity to work in various industry sectors but for one company or organization.

Types of Positions:

- Account Handling
- Media relations
- Event Planning
- CSR (Corporate Social Responsibility)
- Public Affairs

Possible Duties:

- Research (client and competition)
- Preparing and writing press releases or articles
- Press Clippings
- Preparing Press Packs
- Liaison with journalists and publications
- Helping to plan events
- General administration
- Using social media

Possible Industry Sectors:

- Beauty/Fashion
- Consumer
- Fashion
- Lifestyle
- Healthcare
- Politics
Marketing

Like Public Relations placements, Marketing can take place within specialist agencies or in-house and can also be with a specific industry sector or various clients. Marketing roles can be research, creative, or strategic based.

Types of Position:

- Market Research
- Direct Marketing
- Sales
- Business to Business (B2B)
- Business to Consumer (B2C)
- Branding

Possible Duties:

- Research and analysis (clients and competitors)
- Spreadsheet and data entry
- Brainstorming sessions
- Product launches
- Branding
- General administrative duties

HOSPITALITY AND TOURISM

The hospitality industry covers a diverse range of establishments providing hospitality and tourist services. Placements can be based in hotels, specialist agencies (concierge services, tourist boards) and companies.

Types of Position:

- Public Relations
- Front Desk
- Reservations
- Sales & Marketing
- Human Resources
- Food & Beverage
- Event Planning

Types of Duties:

- Liaison with employees, organizing staff details, rotas, pay roll etc.
- Media relations (liaison with journalists, following up press releases)
- Event planning
- Research (company and/or competitors)
- Administrative work
FINANCE AND BUSINESS

Finance

Placements within finance are very competitive. Note that positions within the investment banks are extremely limited and competitive and the Big 4 accountancy firms do not offer short-term placements. Working in this field requires intermediate to advanced Excel skills and sometimes other financial computer program experience is needed. Placements can be found in the following areas:

Types of Position:

- **Accountancy and Company Finance**
  Placements in these areas are either within small to medium sized accountancy firms or within the financial department of a company.

- **Investment Banking**
  Placements within Investment Banking are extremely limited and will very much depend upon a student’s prior experience, academic record and the number of placements available in a term. It is the one area where students may be put into competition with each other for available positions.

- **Investments**
  Most placements working on the investment side are with smaller investment firms and roles include working in Financial Economics, Foreign Exchange, Real Estate Finance, Asset Management, Securities, Debt Capital Markets and Risk Management.

- **Other areas of financial services**
  Other areas of finance include working in financial marketing, financial recruitment, financial information services (including publications) and financial regulations. These placements are especially suitable for students looking for their first experience within finance and provide an excellent opportunity to learn about and explore the industry.

Possible Duties:

- Research, analysis and reporting
- Analyzing statistics, trends, economic developments
- Performing due diligence checks
- Investigating discrepancies in numbers
- Compiling spreadsheets, reports, charts, tables
- Updating databases
- Providing support and control for the sales & trading desks
- General administrative duties
- Payroll, invoicing, cash flow
- Attending meetings
BUSINESS

The term Business is all encompassing. When we talk about Business, we are referring to positions in a range of companies and organizations from large multinationals to small start-ups (i.e., less than five people). If you have a particular industry sector you are interested in or have knowledge of we can try to accommodate this request. Please note we do not offer management consulting positions.

Types of Position:

- Business Development
- Economic Research and Development
- Marketing
- Human Resources
- Operations
- Administration
- Sales
- Customer Relations
- Corporate Law

Possible Duties:

- Research, analysis and reporting
- Analyzing statistics, trends, economic developments
- Performing due diligence checks
- Investigating discrepancies in numbers
- Compiling spreadsheets, reports, charts, tables
- Updating databases
- Providing support and control for the sales & trading desks
- General administrative duties
- Payroll, invoicing, cash flow
- Logistics
- Attending meetings

Possible Industry Sectors:

- Healthcare
- Technology
- Media
- Real Estate
- Lifestyle
MEDIA

Film and Television

The British film and television industry is small compared to its US counterpart and production-based placements can be difficult to secure due to timing and logistics. Typically, most production opportunities are in television. Placements tend to be in independent production companies as opposed to large broadcasting corporations and you could be working on fictional or factual programs.

Types of Positions:

- Development
- Pre-production
- Production
- Post-production
- Public Relations

Possible Duties:

- Script Reading
- Synopsis writing
- Writing Proposals
- Research
- Running on production
- Administration
- Scheduling/Planning
- Editing

Types of Program Genre:

- Documentaries
- Drama
- Reality
- Lifestyle (cooking, homes, travel)
- Game Shows
- Commercial (advertisement) Production
JOURNALISM

Journalism consists of publishing or broadcasting work intending to convey news and information as well as special interest feature writing, reporting, or reviewing.

News Broadcasting

The BBC is the UK’s public service broadcaster and does not provide short-term placements outside of its own schemes on the production and news side of the business. We have limited amount of news broadcasting placements within bureaus and radio. These placements are very competitive and depend on a student’s educational background and experience.

Types of Duties:

- Researching
- Running
- Tape logging
- Production assistance

Print and Online Journalism

You could work on a range of publications including newspapers and magazines or their online counterparts that cover a range of genres. If one of the goals for your internship is to publish and get clips for your portfolio, then you need to be guided by the placement manager with regard to the most suitable publication to allow you this opportunity.

Genres:

- News
- Entertainment
- Lifestyle
- Politics
- Food
- Travel

Possible Duties:

- Research
- Writing features or reviews
- Copy editing
- Administration
- Layout and design
- Liaison with Public Relations agencies
ARTS

Fine Art

Types of Venue:

- Galleries (commercial or public)
- Museums
- Arts Foundations
- Arts Archives
- Arts Centers

Possible Duties:

- Helping set up exhibitions
- Cataloguing works of art
- Artist & client liaison
- Research & compiling data
- Arts Education
- PR/Marketing/Event Planning/Fundraising/Development
- General administrative duties

Creative Art

Internships in these areas are obviously highly technical, and employers may wish to see considerable evidence of your knowledge and interest before offering you a placement. This will include show-reels or portfolios.

Types of Position:

- Graphic Design
- Web Design
- Multi-media

Theatre

London has a hugely successful and diverse theatre scene. Our placements tend to be mostly within off-West End or Fringe theatres. Acting is not an option and costume/lighting design internships are extremely limited.

Types of Position:

- Stage and Production Management
- Public Relations/Event Planning/Fundraising
- Design – lighting, costume, props
- Education
- Casting
- Box office
POLITICS

We divide these placements into Party Politics and Non-Party Politics. As you would imagine, party politics means working for one of the main political parties in Britain

**Party Politics**

The UK has many political parties, three of which regularly maintain high levels of seats in the Houses of Parliament. Following the 2010 election the newly formed Conservative-Liberal Democrat coalition government is in power.

- **Conservative Party** – Main party in coalition government (formed after 2010 election)
- **Labour Party** – Opposition Party
- **Liberal Democrats** - The primary third party, currently partner in coalition government

**Types of Position:**

- **MP**  
  Working in the Palace of Westminster Offices of a Member of the British Parliament. Placements are across all parties and students should research and consider which party they ideologically identify with. These placements are competitive and there is a separate application process, which you will be informed about at your placement meeting.
- **Party HQ**  
  Working for the Head Office of one of the Political Parties.
- **Party Constituency Office in London Area**  
  Working in an MP’s constituency office (i.e. the constituency they were elected to represent).

**Possible Duties:**

- Research
- Attending meetings
- Writing letters /Event Planning
- Canvassing
- General administrative duties
Non-Party Politics

Non-Party politics refers to organizations working in social, political, and economic spheres that are not part of governments or political parties. They can be focused locally, nationally, or internationally and be based in a range of organizations.

Types of Organizations:

- Lobbying Groups
- Think Tanks
- NGO’s
- Charities
- Political Information Services
- Economic Policy
- Socially Focused Groups

Type of Issues:

- Environment
- Health
- Women’s Issues
- Race
- Immigration
- Economic Policy
- Economic Development
- Youth

Possible Duties:

- Research
- Event planning
- Compiling data
- Attending and organising meetings
- Fundraising
- Writing briefs
- Marketing/PR
- Campaigning
- General administrative duties
LAW

The legal profession is varied; placements typically focus on the following areas:

- **Criminal Law**
  Criminal law firms work to defend clients in cases ranging from shoplifting to murder. Internships often take place in firms supported by legal aid, defending clients who cannot afford to be defended by private firms.

- **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.

- **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 placements tend to be office based and you are unlikely to attend court. Please note these placements are extremely limited for short-term placements.

**Possible duties:**

- Attending court (criminal & civil only)
- Client interviews
- Police station visits (criminal only)
- Report writing
- Transcribing tapes/videos
- Reviewing contracts (corporate)
- Research
- General administrative duties
PSYCHOLOGY AND HEALTH SERVICES

EUSA refers to these placements as either ‘contact’ or ‘non-contact’ placements. Any student wishing to work within ‘contact,’ e.g. with a vulnerable group, are required to obtain both a US background check and a UK DBS Check. More details about these are available on the EUSA website. Note that clinical positions or pre-med placements working directly with a doctor are not available on short-term placements.

Contact Placements

Mental Health

- Addiction
- Eating disorders
- Psychological disorders
- Special Educational Needs

Physical Health

- Disabilities
- OT (very limited and you must be majoring in the field)
- PT (very limited and you must be majoring in the field)

Types of Setting:

- Hospitals
- Clinics
- Schools
- Drop-In Centers
- Residential Treatment Centers
- Women’s Shelters

Possible Duties:

- Observation
- Classroom assistance
- General Administration to help with the running of the service
- Participation in group activities
- Observation of PT or OT
- Participation in Play Therapy

Non-Contact Placements

- Research
- Health administration
- Campaigning
- Fundraising
**Types of Setting:**

- Universities
- Hospitals
- Charities
- NGO’s

**Possible Duties:**

- Research design
- Administering tests & collating data
- Analyzing and interpreting data
- Research & report writing
- Assisting with the development of databases
- Administrative work