



LONDON INTERNSHIP INDUSTRIES

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 in London depending on your

- field of study;
- experience;
- university or program requirements; and
- interests.

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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 internship consultation meeting.

Please don't forget to refer to the handout *Preparing for your internship consultation* available on the EUSA Online Gateway before your internship consultation!



Arts

Fine Art

Types of Venues:

- Galleries (commercial or public)
- Museums
- Arts foundations
- Arts archives
- Arts centres
- Arts publications

Possible Duties:

- Helping set up exhibitions
- Cataloguing works of art
- Artist and client liaison
- Research and compiling data
- Arts education
- PR/Marketing/Event planning/Fundraising/Development
- Administrative work

Creative Art

Internships in these areas are highly technical, and employers in these areas may wish to see considerable evidence of your knowledge and interest before taking you on; this will include asking to see show-reels or portfolios.

Working in this field requires intermediate to advanced design program experience.

Types of Positions:

- Graphic design
- Web design
- Multi-media

Performing Arts

Theatre: London has a hugely successful and diverse theater scene. Our placements tend to be mostly within off-West End or fringe theaters.

Acting is not an option.

Costume, sound design, and lighting design internships are extremely limited and require high levels of practical previous experience.



Types of Positions:

- Production, e.g. stage and prop management
- Marketing, public relations, and event planning
- Fundraising/Sponsorship
- Education
- Casting –this is normally based at an agency rather than in-house
- Box office

Business, Economics, and Finance

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, then we can try to accommodate this request. Please note, we do not offer management-consulting positions.

Types of Positions:

- Business development
- Economic research and development
- Marketing
- Human resources
- Operations
- Sales
- Customer relations
- Administrative work

Possible Duties:

- Research, analysis, and reporting on statistics and trends
- Performing due-diligence checks
- Investigating discrepancies in numbers
- Compiling spreadsheets, reports, charts, tables
- Updating databases
- Providing support and control for the sales and trading desks
- Payroll, invoicing, cash flow
- Logistics
- Attending meetings
- Marketing/HR duties
- Administrative work

**Possible Industry Sectors:**

- Healthcare
- Technology
- Media
- Real estate
- Charities

Economics

Placements in this area are very limited and competitive as many economic think tanks and development agencies prefer graduate students.

Positions tend to involve a lot of research and can be based at publications, consultancy groups, or development agencies.

It is an industry that has a lot of crossover with finance and international relations, so please refer to these sections in this document.

Finance

Placements within finance are very competitive. Note that positions within investment banks are extremely limited and competitive and the Big Four 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.

Types of Positions:

- Accountancy and corporate finance: Placements in these areas are either within small- to medium-sized accountancy firms or within the financial department of a company.
- Banking: Placements within 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. This is one of the areas where students may be put into competition with one other for available positions.
- Investments: Most placement working on the investment side are with smaller investment firms and roles include working in financial economics, foreign exchange, real-estate finance, asset management, debt capital markets, and risk management.



The below 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.

- Financial communications, including marketing and public relations: Refer to the marketing and public relations section in this document for a full overview of these fields.
- Financial recruitment: This industry allows you to improve your communication skills by speaking with candidates and clients, research skills as you complete assignments researching commercial information about your market, confidence and decision-making skills by screening and interviewing candidates, and knowledge of the financial field and the type of opportunities to explore when you graduate.
- Financial information services and publications: These placements involve providing news and intelligence of markets to financial professionals. It provides an excellent opportunity for those with strong research and analytical skills.

Possible Duties:

- Research, analysis and reporting
- Analysing 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 and trading desks
- Payroll, invoicing, cash flow
- Attending meetings
- Administrative work

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. an agency that specializes in 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 if you work at a smaller agency.



Please refer to the arts section of this document for further information about graphic design, web design, or multi-media internships.

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 to match you to a specific industry sector (e.g. healthcare, food, beauty). If your interests are that specific, you will have to be open to 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
- Administrative work

Public Relations

Broadly speaking public relations placements can be within a specialist PR agency or 'in-house', for example 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 for one organization and its products or service.

Types of Positions:

- Account handling
- Media relations
- Event planning
- Corporate social responsibility (CSR)
- Public affairs
- Account executive
- Press/media assistant

**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
- Using social media
- Administrative work

Possible Industry Sectors:

- Consumer
- Travel
- Healthcare
- Technology
- Politics
- Beauty/fashion
- Charities

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
- Administrative work



Possible Industry Sectors:

- Consumer
- Travel
- Healthcare
- Technology
- Politics
- Beauty/fashion
- Charities

Hospitality and Tourism

The hospitality industry covers a diverse range of establishments providing hospitality and tourism services. Placements can be based in hotels, restaurants, specialist agencies (concierge services, tourist boards, travel agents, tourist attractions), nightclubs, and bars.

Types of Positions:

- Front desk
- Reservations
- PR/ Sales and marketing
- Human resources
- Food and beverage
- Event planning

Types of Duties:

- Liaison with employees, organizing staff details, rotas, payroll, etc.
 - Media relations (liaison with journalists, following up press releases)
 - Event planning
 - Research (company and/or competitors)
 - Phone work
 - Administrative work
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Law

Please note corporate law placements are extremely limited for short-term placements as both the European legal system and education system are different from the US. In the UK you can have a law degree by the age of 21.

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 noncriminal 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 organisations, 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.

Possible Duties:

- Attending court (criminal and civil only)
- Client interviews
- Police station visits (criminal only)
- Report writing
- Transcribing tapes/videos
- Reviewing contracts (corporate)
- Research
- Administrative work

In addition, students can work at legal publications or legally-focused NGOs.

Media

Film, Radio, 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. Therefore, if production opportunities are available they tend to be 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
- Preproduction
- Production
- Postproduction
- Public relations
- Marketing
- Journalism
- Casting

Possible Duties:

- Script reading
- Synopsis writing
- Writing proposals
- Research
- Running on production
- Scheduling/planning
- Editing
- Social media
- Administrative work

Types of Program Genres:

- 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, ITV, Channel 4 and Channel 5 are the UK's public-service broadcasters. None of them offer short-term placements outside of their own schemes on the production and news side of the business. We have extremely limited amounts of news broadcasting placements within bureaus and radio; therefore opportunities very much depend upon a student's prior experience, academic record, and the number of placements available in a term. This is one of the areas where students may be put into competition with one other for available positions.

Types of Duties:

- Researching
- Running
- Tape logging

Print and Online Journalism

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

Types of Genres:

- News
- Entertainment
- Politics
- Food
- Travel
- Technology
- Finance
- Special interest

Possible Duties:

- Research
- Writing features or reviews
- Copy-editing
- Layout and design
- Liaison with public relation agencies
- Administrative work



Publishing

There are opportunities for students to intern in book publishing houses across a variety of departments including editorial, marketing/publications, and human resources.

Film/TV: opportunities in preproduction (as can be heavily writing based). Please refer to the Film/TV descriptions under the media section of this document.

PR: opportunities in PR writing related. Please refer to the Communications section of this document.

Politics, Nonparty Politics, and International Relations

Politics

Party politics means working for one of the main political parties in Britain. The UK has many political parties, three of which regularly maintain high levels of seats in the houses of parliament. Following the 2015 election the Conservative party is in power.

- **Conservative Party**
- **Labour Party**
- **Liberal Democrats**

Types of Positions:

- **MP:** Working in the Palace of Westminster Offices of a member of the British Parliament. Internships are across all parties and students should 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 internship consultation.
- **Party HQ:** Working for the head office of one of the political parties.
- **Party Constituency Office in London Area:** Working in a London MP's constituency office (i.e. the constituency they were elected to represent).



Possible Duties:

- Research
- Attending meetings
- Writing letters /event planning
- Canvassing
- Administrative work

International Relations and Nonparty Politics

Positions in this field can be based in 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 can be based in a range of organisations.

Types of Organizations:

- Pressure/lobbying/research/policy groups
- NGOs (Nongovernmental organizations) focusing on economic, social, or defence issues
- Not-for-profits including charities focusing on socially focused issues
- Information services focusing on Westminster/Parliament or international issues
- Public affairs/political PR agencies

Types of Positions:

- Fundraising
- Campaigning
- PR/marketing/events
- Research

Types of Issues:

- Environment
- Health
- Human rights
- Poverty
- Women's issues
- Race
- LGBTQ
- Immigration
- Economic development
- Defence



Possible Duties:

- Research and compiling data
- Event planning
- Attending and organizing meetings
- Fundraising
- Writing briefs
- Marketing/PR duties
- Campaigning
- Administrative work

Psychology and Health Services

EUSA refers to these placements broadly as either 'contact' or 'noncontact' 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 (<http://eusainternships.org/cities/london/downloads.html>).

Please note that clinical positions or pre-med placements working directly with a doctor, nurse, and surgeon are NOT available.

Contact Placements

Mental Health

- Addiction
- Eating disorders
- Psychological disorders
- Special educational needs

Physical Health

- Dentists (limited and mainly shadowing)
- Vets
- OT (very limited and you must be majoring in the field)
- PT (very limited and you must be majoring in the field)



Types of Settings:

- Hospitals
- Clinics
- Schools (mainstream, hospital, and special education needs)
- 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
- Administrative work

Noncontact Positions

- Research including cognitive, neuro, behavioural
- Healthcare administration
- Campaigning, fundraising, PR, marketing, events
- Human resources
- Consumer psychology
- Social policy – refer to international relations section of this document

Types of Setting:

- Universities
- Charities

Possible Duties:

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