London Sample Internship List - Communications

INDUSTRY DESCRIPTION

London is a major centre for domestic and international business and has one of the largest city economies in the world. With enterprises that range from small start-up businesses through to organisations known as multinational iconic leaders in the business world, the range of opportunities is vast. Applicants that are seeking business placements should be comfortable working towards deadlines, in a fast paced environment and working both independently and in group settings. How relevant your academic background and prior work experience is, will greatly determine the type and level of placement opportunities available.

Examples of Past Placements: (Please note that the following sites are a brief cross-section of current CAPA internship host sites and should not be considered as a guarantied location for your placement. All internship & service learning placements will be dependent upon each individual applicant's application documents, prior experiences, demonstrated skills and their aspirations and goals.)

Aylwin Communications	Based in central London, the company is made up of a small team of creative and results-orientated PR professionals. Whether their brief is corporate or project work, they deliver hard-hitting PR communication campaigns on a local, national and international scale and then monitor their effectiveness.
Captive Minds	At Captive Minds, they create a dialogue between a brand and the individual. They empower the individual by personalising the communication channel. It means that brands, businesses and organisations can essentially have a 'one-to-one' communication with the people that matter to them the most. Their 'engagement' marketing philosophy is supported by an in-house team of business consultants, public relations experts, events organisers, designers and programmers.
Henman Communications	Henman Communications is a specialist sports marketing consultancy operating in the sport, media and entertainment sectors. They offer access to a variety of different marketing communications and provide turn-key solutions. Their single aim is to bring value as trusted business advisers and work closely with clients to deliver the right communications messages, to the right people, at the right time.

Image Line Communications	Offering businesses a comprehensive range of Public Relations, marketing and visual events services, Image Line Communications has over 25 years experience of creating and delivering innovative, exciting Public Relations and marketing campaigns. Specialising in Public Relations (PR), Marketing and Visual Events for the maritime, logistics, materials handling and supply chain industries, they have a thorough understanding of what customers need to stand out from the crowd.
Rock Ribbon	Rock Ribbon Media is a digital content agency that builds, nurtures and protects the reputation of our clients. Their integrated approach has a direct impact on a client's brand or business by putting their message in front of the right people online, in print and in person. With a talented creative network their staff includes seasoned; PR Professionals, Web Designers, Web Developers, Researchers and Editors and journalists. Rock Ribbon Media has experience representing and advising global companies, countries and NGO's and building communication strategies that directly align with client objectives. Rock Ribbon Digital specialises in online communication and builds bespoke websites, iPad and Android applications and online content for a client's unique audience.

POTENTIAL PROJECT OPPORTUNITIES

Project opportunities will be dependent upon the current needs within the organisation and the demonstrated skills and abilities shown by each intern. It is imperative to remember that project opportunities will develop over time and throughout internship placements. Projects may include but are not limited to:

Internal and External Communications – Marketing Projects – PR Campaigns– Social Media – Developing Reports – Office Administration – Print Materials– Database Management – Online writing - Editing – Press Releases – Business to Business Communications – Developing Policies

TRANSFERABLE SKILLS

It is essential to maximise every opportunity within the internship placements. If tasks and duties are approached in a professional manner, interns can take away additions skills and abilities that will be of benefit to their personal and professional development. Transferable skills sets include but are not limited to:

Presenting – Information Gathering – Writing Skills– Listening Skills - Teamwork – IT Technical Skills – Interaction and Liaison skills – Networking – Brand Awareness – Commercial Awareness – Project Leadership - Problem Solving – Analytical Skills – Time Management