

# CASE STUDY

KnowledgeEast Graduate Internship Scheme

Knowledge  
East



Asma Bandey  
MA Political Communication

## About me

My name is Asma Bandey and I graduated in 2009 from City University with an MA in Political Communication. I elected to study this course as it built on my BA. in Business Management and enabled me to apply sociological theory to the media industry.

## My KnowledgeEast Internship experience

I thoroughly enjoyed my internship with a public relations and public affairs consultancy. I worked as a PR Researcher on a number of client communication campaigns carrying out key research within a variety of industry sectors, including Economic Regeneration and Development and Education and Skills. I undertook a variety of tasks covering public relations, media monitoring and comprehensive research relating to the 2011 Census and NHS Funding Reforms.

This internship experience gave me a unique 'hands-on' experience and an awareness of the way the media industry works, its complexity and its different facets at both local and international level. In addition, I quickly recognised the importance of comprehensive research to both the business consultancy and its clients.

I have also identified that I enjoy carrying out this work. Working in a fast-paced environment my internship

has helped me build on and develop a number of my transferrable skills, including my time management and prioritisation skills. Working in a client facing role has also developed my understanding of working in partnership with clients.

I found that the Employability training that was offered as part of the KnowledgeEast Graduate Internship Scheme was extremely useful; in particular I learnt a lot about how to prepare for an interview and ideas on how to answer those interview questions that everyone hates!

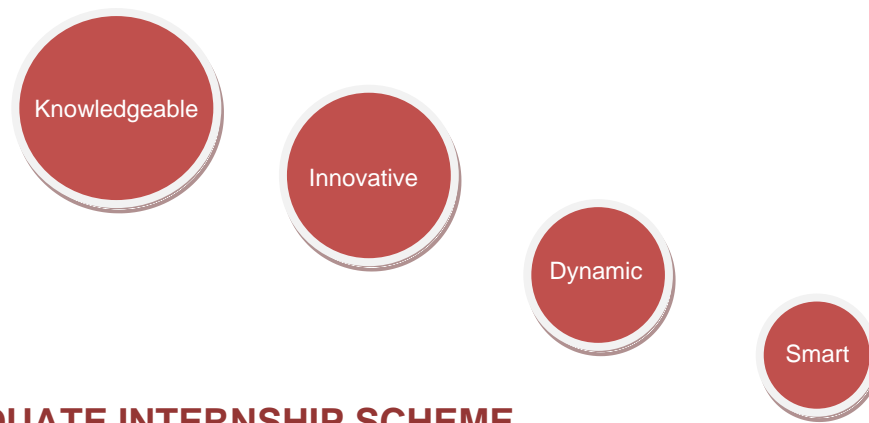
Overall my whole experience on the KnowledgeEast Graduate Internship Scheme has been extremely positive and it has given me direction and focus after my degree. The experience has shown me the importance and value of using research skills in the Private sector.

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## My future

I have been asked by the company to continue my internship working for them which I am delighted to do as this builds up my work experience and expertise. I have also gained a current reference and I will be using this internship experience to apply for permanent positions.

# Placing smart, dynamic graduates into forward thinking businesses...



## ABOUT KNOWLEDGEEAST GRADUATE INTERNSHIP SCHEME

In December 2009, a UEL-led collaborative bid on behalf of the KnowledgeEast HEI partnership was awarded funding to provide internship opportunities for unemployed graduates. Over the next 9 months, 500 paid internship opportunities will be created for recent graduates in local SMEs or larger businesses. This will be a valuable first step into the workplace for graduates who are entering the workplace in a challenging economic climate.

Recent graduates from the partner HEIs will be contacted about the project and invited to apply through a competitive process. The graduates showing most potential will be invited to attend a one day Preparation for Employment Event, followed by a one day Assessment Centre. The purpose of the two events is to ensure that the graduates are 'employer-ready' and that they are assigned to an internship where they have a high chance of success. The project will be very employer-focused to increase the possibility of the internship being converted into a full time post.

Through the KnowledgeEast partnership, the project will draw on the expertise of a range of colleagues in both the Careers/Employability and Enterprise teams of the partner HEIs. This project will complement and build on existing activity, including the work of the Knowledge East Enterprise Network (KEEN), our existing collaborative ECIF programme and the TGLP Internship Pilot delivered in 2008/9.

Femi Bola, UEL's Director of Employability said "The KnowledgeEast Graduate Internship Scheme presents a great opportunity for UEL to lead a scheme to help tackle one of the pressing issues of the moment, graduate unemployment, whilst continuing to build our understanding and expertise in the area of graduate level employability skills."