

## Employer Profile



Employer name: CBT Clinics

Employer Background:  
Nationwide provider of  
psychological interventions

Location: York

Roles Offered:

- Social media marketing intern

## What do we do?

CBT Clinics is a nationwide provider of psychological interventions. We focus on transforming psychological healthcare and using our vast network of clinicians plus digital technology to provide our clients with treatment. Our Head Office in York is the administrative and managerial function for this. Most of our actual customers are insurers / corporate companies / solicitors who are funding treatment on the end-users behalf.

## Why we choose Interns

We have been fostering relationships with the University of York & thought this would be another great way to offer support. We are a fast-paced, ever-evolving company and had a project where we needed it to be managed and the gap to be filled, an intern seemed like the perfect solution.

Our project was focused on transforming our social media and making it work as well as possible for the company. We took a project-based approach including analysis of what we have done to date, competitor analysis and well-performing company / individuals analysis, agreement of a social media statement, plan for implementation, actual uploads to and creation of social media platforms then a handover to the current team.

The interim provided some real insight into our social media presence and where it can be improved, she created and posted some great information for us at a crucial time and has created a very comprehensive document to handover to key identified team members so her work will continue.

## Why we chose Nicola

The intern we selected was very bubbly, honest, approachable and had a truly outstanding work ethic. She was able to work autonomously and also understand the line where she was and was not able to make final decisions. She became a valued and trusted member of the team and was trusted with crucial business information.

She had clearly researched the company, thought extensively about how it fits in with her future career and was very ambitious. It felt clear that the role could make a real impact on her future and this would be seen in her commitment / dedication to the role. She had some experience in social media / campaigns which was considered when making the final decision but her values / personality were the key factors.

CBT Clinics really benefited from the intern they were provided and we could not have asked for someone more enthusiastic, committed, adaptable to the corporate environment or with a stronger work ethic.

## Internship Bureau Recruitment

All employers are given the opportunity to interview a shortlist of applicants, ensuring that the right intern is selected by the business itself. In the applications students are asked to outline what makes them a suitable candidate for the internship, and why they are interested in working for the company.

To find out more visit: [www.york.ac.uk/employers](http://www.york.ac.uk/employers)