



UNIVERSITY
of York

CAREERS
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Internship Bureau Case Study

Department of Theatre, Film and Television (TFTV)

Digital Marketing and Development Internship, Summer 2016

"It's been so beneficial doing an internship over the summer; doing work that has been relevant and hugely beneficial in widening my knowledge on the subject field I'm proud of what I've achieved. ."

-Esme Pitts

The Department of Theatre, Film and Television is housed in a superb £30m building featuring on the University's east campus. As well as being an impressive teaching unit, the department enjoys strong and beneficial connections to the media industries and creative practitioners both local and national.

You can find out more about the department here: <http://www.york.ac.uk/tftv/>

Esme Pitts: Second Year, Theatre, Writing, Directing and Performance

Esme took part in an 8 week digital marketing and development internship during the summer vacation. Esme's main task was to create and brand a new externally facing website and blog for the department, which provides the opportunity for students from a variety of courses to display and upload their work for potential employers and peers to view. The site also provides an opportunity for the department to promote recent events, as well as the quality of its students and courses.

Esme's main goal was to make the website as interactive as possible, which

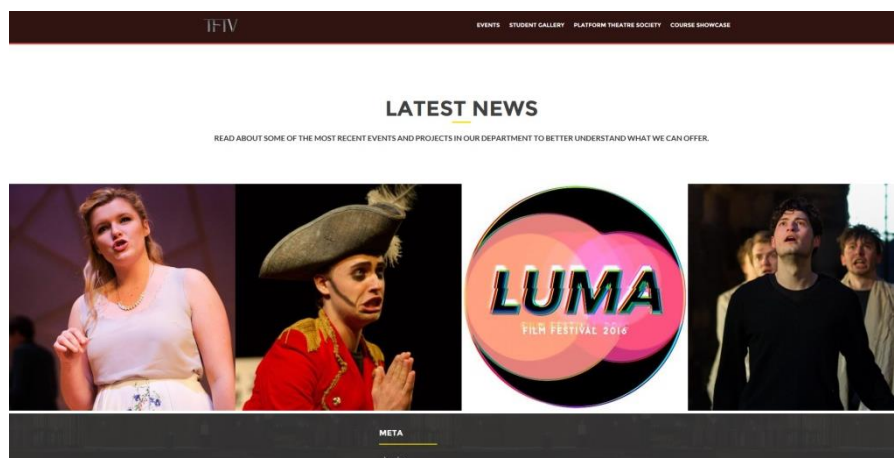
also enabled her to develop invaluable skills using web making software at a professional level side by side with industry professionals.

The results of Esme's project can be viewed here:

<http://tftvshowcase.media/>

"The internship has helped the department to trial using a blog as a method of promoting the department in a vibrant way. This has given us a platform from which to work off in terms of digital marketing."

- Andrea Potts (Department Manager and internship supervisor)



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/careers (students) or www.york.ac.uk/employers