

The logo for SPARK\* is displayed in white, bold, uppercase letters on a dark blue rectangular background. The asterisk is positioned to the right of the word 'SPARK'.

*SPARK\* is a creative community venue in the heart of York, in Piccadilly. We provide a transformative space, facilitating and supporting local entrepreneurs, creatives, and members of the community to innovate, collaborate, and grow. We host 9 street food vendors, 4 bars, retail and self-care hubs, a co-working space, art studios with 6 resident artists, an aeroponic vertical farm, and a multipurpose event space.*

## **What did your project entail?**

The project ran during the summer season, which is a crucial period for our venue as people tend to look for fun things to do during this time. We wanted to enhance our events offering and marketing strategies to effectively engage with locals and visitors and provide them with unforgettable experiences. The project involved working closely with our small creative team to plan, advertise, execute, and review a wide range of events, as well as establishing an effective working relationship between SPARK\* and the University of York student body.

## **Why did you decide to hire an intern for this?**

We decided to bring an events and marketing intern on board to support us in planning and promoting our summer activities. We believed that a young, creative individual would greatly contribute to creating an exciting offering for the residents of York and beyond, and also help us connect and engage with the student community.

## **How did the intern contribute to the development and/or growth of your business?**

Emily did an exceptional job in her role of organising and promoting various events and activities for us. Some of these events included our first-ever Drag Disco, self-care week, and the relaunch of our cinema club. In addition, she was curating engaging social media content, which helped us revive our TikTok channel. Her original ideas, brilliant communication skills, and innovative approach have exceeded all our expectations. Due to her incredible performance, Emily has now joined us on a full-time basis as our events coordinator.

## **How did you find the process of recruiting an intern through York Internships?**

The team at York Internships was incredibly helpful in making the recruitment process efficient and streamlined. They provided an initial consultation to understand our requirements and carried out a thorough selection process to identify individuals with the right skills and mindset for our organisation.

Throughout the entire process, the team maintained clear and timely communication, keeping us informed at every stage. Thanks to their efforts, we were able to find an intern who not only possessed the necessary skills but also aligned perfectly with our values and goals. Emily seamlessly integrated into our team and has been making valuable contributions from day one.

We highly recommend York Internships for their expertise in connecting organisations with talented interns. We are grateful for their support and look forward to collaborating with them in the future.