Case Studies: Student Internship Bureau
Summer Vacation 2012

The Law Wizard Limited, 4 weeks full-time.
Marketing Intern.

THE PROJECT

The Law Wizard is a startup company based in The Catalyst on the University of York Heslington East campus. They have built a groundbreaking online legal service called The Probate Wizard which helps members of the public through the legal process after a bereavement. In late 2012 The Law Wizard will be launching a series of solutions to legal professionals, such as solicitors. As part of that work, they required an intern to assist with market research. Camilla, a second year Law student, was recruited to produce a report about consumer attitudes to online legal services and a secondary report to be used by the executives of the company whilst promoting their services to other professional probate service providers.

THE IMPACT OF THE INTERN’S WORK ON THE BUSINESS

Camilla’s research work has had a significant impact on the Law Wizard, the findings helping the business to develop its marketing strategy. Tom Hiskey, co-founder and director of The Law Wizard said, “one report produced by Camilla has already been published on our website and publicised in industry magazines. It has been downloaded a number of times by legal professionals and has attracted a significant amount of interest in our business. Camilla’s other reports have been used internally and have already proved very useful.”

The work Camilla completed during her internship was recognised by the University as outstanding and she was consequentially awarded ‘Intern of the Year’ at the Student Internship Bureau’s Summer Vacation Celebration Event 2012, an evening held to commend and thank all the student interns and local businesses who participated in this Summer Vacation Scheme.

Speaking about her internship, Camilla said that “one of the most significant things that I have gained is an invaluable insight into a start-up business… I thought that marketing was solely how a business promotes its services to its consumers, but I realise now that it involves much more.”

ABOUT SIB 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 their 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.

All businesses which used the SIB in summer 2012 said they would recommend or already have recommended the SIB to other employers