East Coast Main Line Company Ltd, 12 week full-time project: Customer Stakeholder Database Internship with the Personal Assistant to the Managing Director.

THE PROJECT

Last year East Coast carried 19 million passengers on their network of services between London and Aberdeen, and the company is predicting a steady growth in passenger numbers for a number of years ahead. With over 3,000 employees nationwide and 900 in Yorkshire, the organisation is represented at stations and engineering depots at all points on one of the UK’s busiest main lines. East Coast has recently achieved the status of being named as one of Britain’s top employers by the CRF Institute. Along with its HR, Learning & Development and Finance Departments, East Coast wanted to recruit a University of York intern to work alongside the Personal Assistant of the company’s Managing Director, an exciting and challenging position that would offer a vast array of opportunities and experiences to the successful candidate.

THE IMPACT OF THE INTERN’S WORK ON THE BUSINESS

Natasha, final year Politics with International Relations student, was selected from over 50 applicants to conduct a project which involved creating a system that could more effectively manage customer and stakeholder correspondence. Personal Assistant to the Managing Director, Mike Ross, said, “The Executive Customer Contact database that Natasha developed during her internship is currently in use with the relevant departments of the business and has already proved to be a more efficient way of working for the business in this area.”

East Coast were particularly impressed with how quickly Natasha got to grips with the project, taking very little time to settle in and start to apply her skills and ideas to the targets that had been set for her. Mike Ross adds that, “Natasha is a remarkable young woman with a sound business brain who I am proud to have work with me in the Managing Director’s office.”

East Coast has since employed Natasha on a part-time basis to develop further elements of the system and the company is looking forward to working with more interns in the 2013 summer vacation.

87% of the external employers who hosted an internship over summer 2012 said they would employ or already plan to employ their intern

The University’s Student Internship Bureau (SIB), based in Careers, offers businesses a cost-effective and flexible way to promote a wider understanding of their business and its work to University of York students. All internships are established according to the needs of the business, and provide tangible project outcomes for both the company and the student. SIB internships are contracted through the University by way of an easy administration process that avoids using company payroll and HR systems.

To find out how to engage with the skills of a student intern this summer contact careers-sib@york.ac.uk