Mare Nostrum, Harrogate
Publishing Field Sales & Marketing Internship, 12 week project

THE PROJECT
Mare Nostrum is a publishing company offering business consultancy and sales & marketing services to global print and digital Publishers, with clients including Macmillan, Sage, Springer and O'Reilly. The company’s reputation is built on the quality of its service and the results achieved, and it prides itself on the excellent relationships it has established with its publisher clients. Mare Nostrum employs a multi-lingual sales and marketing team with a first-rate knowledge and understanding of the European market.

In May 2013 Mare Nostrum approached Careers to recruit a Field Sales & Marketing Intern who could demonstrate excellent Italian language skills as well as good French skills and a sharp mind in order to absorb and understand business models, databases and systems. Linguistics graduate Francesca Pollard was appointed and began working with Mare Nostrum in July 2013.

WHAT THE STUDENT GAINED FROM THE EXPERIENCE
During the internship Francesca’s primary roles were to develop a marketing and digital sales campaign which involves the use of social media, to liaising with publisher clients and distributor partners in Italy. A key aspect of the internship also was to organise and attend a business trip to Italy where she would manage key accounts for both print and digital products. From this experience Francesca felt that she has gained a better understanding of how to apply organisational skills gained during her degree towards logistical organisation.

Throughout the internship Francesca’s language skills were put to work as a large portion of the role required her to interact in English and Italian in both professional and commercial environments. This not only expanded her vocabulary vastly but also improved her confidence when using languages in a professional setting. Francesca comments that this “gave me a deeper insight into the importance of solid communication skills, as well as giving me an opportunity to gain experience for my role in a ‘hands-on’ setting.”

“Overall I would definitely recommend an internship such as the one I have just completed to anyone who may have the opportunity in the future as it has taught me a set of essential skills such as confidence in approaching and solving problems and in communicating with colleagues and co-workers, which will be crucial both in the continuation of my job at Mare Nostrum as Field Sales and Marketing Assistant and in my future career.”

THE IMPACT OF THE INTERN’S WORK ON THE HOST
Company director David Pickering felt strongly that Francesca’s good work during the internship encouraged Mare Nostrum to continue her internship into full time employment. “We have been very impressed with Francesca and her contribution to the sales and marketing process at Mare Nostrum. Through engaging in marketing campaigns and sales work Francesca has assimilated information quickly and now has a good understanding of complex business models and product.

We have now hired Francesca full time as a Field Sales and Marketing Assistant for Italy and she has just returned from her first business trip. We are very pleased with our collaboration with The University of York and are delighted to have found a candidate as precise and intelligent as Francesca.”

University of York SME internships, supported by Santander, offer small or medium sized businesses the opportunity to engage the skills of a full time graduate of the University through a project-based internship of 12 weeks duration. The scheme is also available to recruit a full time student intern during the summer vacation.

To find out more about Santander Internships go to https://www.york.ac.uk/careers/employers/ and follow the links to the Student Internship Bureau.