The Law Wizard Limited: Marketing Intern, 4 week project.

THE PROJECT
The Law Wizard is a startup company based in The Catalyst on the 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 Dutton, a second year Law student was taken on to produce a main 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.

WHAT THE STUDENT GAINED FROM THE EXPERIENCE
Camilla feels she has really benefitted from her internship experience. She said, “one of the most significant things that I have gained from this internship is an invaluable insight into a start-up business … I thought that marketing was solely how a business promotes its service to its consumers. But now I realise that it involves much more.”

THE IMPACT OF THE INTERN’S WORK ON THE HOST
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. Camilla was delighted to win the award and said, “the experiences have helped me to gain some sense of career direction, in that it has confirmed to me that I would like to have an advisory role within a business, helping other businesses to achieve their objectives through finance, restructuring and transactions … I would recommend the value of completing an internship to everyone at the University of York”.

Students: To view the latest internship opportunities logon to www.york.ac.uk/careers/ics and search for Student Internship Bureau.

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