



# Employ.ed on Campus 2018 Internship Case Study

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## **What was your internship?**

Alumni Engagement Intern, University of Edinburgh Business School

## **Description of your role and responsibilities**

My main project was to create international alumni groups to increase engagement for a network of 16000 Business School alumni. This involved cross referencing the UEBS Alumni team objectives with UEBS Student Recruitment and the 13 Cities Strategy to identify where to target. Once I'd done this, I had to reach out to specific individuals chosen based on their involvement with the school, and create a relationship with them around the international alumni groups. This was a great opportunity to network!

I was also able to take part in a variety of other tasks, such as planning international events as part of a broader events programme, and attend local events in Edinburgh. I also assisted with student requests for alumni contacts and alumni queries we received.

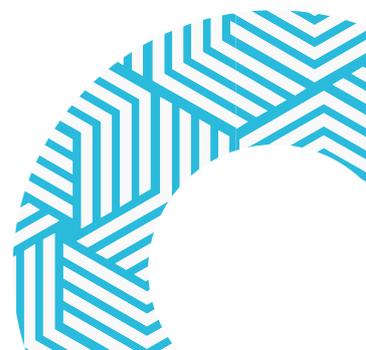
## **What interested you in this specific role?**

I was interested in this specific role because I wanted to experience working in an external engagement role. My studies had mainly led me towards a HR role, looking at internal employee engagement. This role offered me the opportunity to apply these skills in a different context, while also learning new skills.

## **How have you benefited from this experience?**

Personally, this has been a fantastic opportunity for me to test a new career path that I hadn't really realised was available to me before.

Additionally, as my line manager pointed out, it's very rare to be able to focus so much on a singular project in a full time job. But with the structure of the internship, you're able to do this and gain project management experience in such a short space of time, while also having other opportunities.





## **What advice would you give to future interns?**

Make the most of all the resources the Employ.Ed team offer. It's such a good way to get experience and develop skills in such a safe space.

