

FAQS ABOUT INTERNSHIPS

What is an internship?

An internship is an opportunity to gain either paid or unpaid work experience. An internship can either be directly related to your field of study, or even be investigating different industries and opportunities out there!

How to find an internship:

Searching for internships can be an overwhelming (and exciting!) process. We created the MFA internship Hub as an easy to access tool to centralise the internships available at our member agencies. This will help you find the right internship match for your needs and requirements.

Please note that the Hub is not an application portal, rather a central location and resource for you to see upcoming internships and graduate opportunities, where they are located, and best contact details. It is up to you to contact the relevant person or apply through the appropriate networks for each role.

What are the benefits of an internship?

- See how an agency works.
- Gain some great contacts and expand your professional network.
- Gain valuable work experience before you graduate.
- Develop new skills and refine others already in your arsenal.
- Apply knowledge gained from your studies to real-life projects and environments.
- Test and experiment career choices.
- Meet and work with professionals working in the industry.
- Experience new, contemporary working environments.

What should I expect from an internship?

Expect to gain a greater understanding of the industry and organisation. However, don't be surprised if the internship also includes general administrative work and office assistance! To be successful in your placement, you will have to show that you are a team player and willing to contribute to an organisation in all capacities.

Remember that it is your responsibility to get the most out of your internship experience!

What roles are available in the media agency industry?

As an intern in the media industry, you'll be exposed to various roles within an agency. Here are some that you may get to experience, with some even involving you shadowing and learning industry best practice alongside an industry professional.

Check out some profiles [HERE](#)

Coordinator	An entry-level role where you'll learn all about the industry, while supporting campaign reporting and performance.
Strategist	You'll use your deep brand knowledge to solve a variety of business problems – and help your clients connect with their consumers.
Programmatic Executive	You'll combine data, media and trading expertise to ensure campaigns run smoothly & clients reach their audiences.
Planner/Buyer	Working with clients and media owners, you'll ensure the right message targets the right people, at the right time, at the right place.
Digital consultant	Using your knowledge of technology and business, you'll help clients reach their target customers with messages that resonate.
SEM or SEO Specialist	Using either paid or organic strategies, you'll help your clients improve their rankings on search engines like Google.

How far in my studies should I start looking for an internship?

Ultimately, it is up to you to decide when the best time is for you to start looking for an internship, taking into consideration your study load, extra curriculums and other commitments.



Often, we find that undergoing an internship towards the end during the last year of your degree as it ensures you have the basic foundational knowledge of the media agency industry going into the placement, but also gives you the opportunity to take the valuable experiences from your internship and reflect on them in your studies. If you and the company work well together and both had a positive experience, there are sometimes even opportunities for you to join the organisation full-time after you graduate!

When do most internships run?

This varies, either through university breaks or throughout the academic year.

Should I expect to be paid?

Most internships are unpaid, however the agency you are placed may cover some expenses, such as your lunch and travel costs. Most internships are a great learning experience, and whilst your placement may only be short-term, you will likely get the chance to get your hands on a variety of different tasks and projects and gain some exciting insight into both the agency and industry.

If anything, it is important to remember that the agency is taking time from their busy schedule, to provide you with highly valuable work experience. It's a great opportunity to figure out whether this is the career you'd like to embark upon.