



## **Guide to Internship Areas in Dublin**

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## **Internship Areas: Introduction**

This document is a rough guide to some of the internship areas in which the FIE Dublin team has successfully placed students in the past. The three choices you select will be the basis from which we will work to place you in your international internship. As the internship is coordinated on your behalf, it is important that you understand the reality of what you should expect from your placement.

### **5 Things You Need To Know About your Internship!**

#### **1. Understanding the International Internship**

The most important qualities that a study abroad student can possess are flexibility, open-mindedness, a positive attitude, a sense of humour, and a willingness to adapt to difficult, unfamiliar, and challenging situations. FIE believes these apply even more so to students applying for the international internship option, as they are required not only to live and study in another culture, but to undertake work as well. Workplace environments and practices overseas can be different from those in the US. Moreover, some students may be coming to the internship with little or no office experience, and glamorous visions of the working world may be met with the reality of commuting and working full eight-hour days. Fortunately, adapting to the pace and reality of professional life abroad is what makes the internship such a memorable and rewarding experience.

#### **2. Industry Differences in Ireland**

It is difficult to generalise, as there is such a wide diversity of placements, but industries in Ireland are often very different from those in the United States. This is why it is necessary for all students to conduct research in the area where they hope to be interning. It is important to understand that professional fields in Ireland can be structured differently, and require certain knowledge that an international student, such as yourself, may not possess. This means that opportunities that may be available in America may not exist in Ireland in the same form. In many cases, students' education and work experience will be interpreted differently and may not correspond to the requirements of a particular organisation or sector. Remember that Irish and European students, who may have more relevant skills, are also looking for internships in Dublin. FIE's internship partners will provide the expertise in interpreting placement choices into the reality of an internship abroad, but students must be flexible and accept that reality may be different from expectation. The internship will be a great way to integrate and learn about Irish culture, and the success at accepting these differences will demonstrate adaptability and cultural competence.

#### **3. Reality of Available Opportunities**

Given the specific requirements and timeframe of the internship through FIE, the opportunities available are limited to those companies and organisations that can comply with our programme model. This means that the organisations and businesses we work with are most often small and medium sized enterprises, as opposed to large companies. This is because most large organisations and corporations either do not offer internships at all, or run their own closed, competitive internship scheme which is not compatible with our programme. Students are not likely to recognise the name of their assigned company or organisation, as most placements that we work with are local or operate only within Ireland. However, we have learned from our extensive experience that students often get a much more involved and personal experience within a smaller company or organisation.

#### **4. Education vs. Professional Practice**

At universities and within college departments, areas of study are clearly defined and categorised. Unfortunately, life is not as neat and tidy as a major. While students' choices will likely reflect contained areas, the internship may well span over several fields, or even incorporate areas that may not be initially thought of as allied. Textbooks often present academic and conceptual views of the working world; however theories are not usually an obvious focus in daily professional life. Putting knowledge into practice is an important skill, particularly in a different cultural context. Therefore, we will identify the best available opportunity for each student. Please also keep in mind that all placements are entry-level positions. As an undergraduate intern, the tasks will mirror that of a student looking to gain work experience in a field that reflects a future career aspiration. You should be aware that confidentiality policies, qualifications, and union rules could limit your exposure. All students should expect to be involved in a variety of tasks in the workplace and be prepared to prove themselves as capable and enthusiastic workers.

#### **5. Learning Objectives**

The objectives of the international internship are many, and students will certainly have their own personal goals for the experience. Our main objective is to help students gain a positive cultural and workplace learning experience. Dublin is an increasingly diverse and multicultural city, and that is reflected in its workforce. The internship should help students develop transferable skills, including general business etiquette; professional interaction; computer, writing, and research skills; and those that increase cultural competence. Building these skills in an international and multicultural environment will add a crucial dimension to a student's CV (résumé). Success in the internship and in the overall study abroad experience is heavily dependent upon students' ability to manage their own expectations and make the most of the experience. Previous FIE interns have cited independence, adaptability, and confidence as most important skills they gained through their FIE internship.

#### **Summary**

- Internships require flexibility, an open mind, a positive attitude, and a professional hardworking approach. You will be challenged in your Dublin internship!
- Industries in Ireland can be very different than in the US and you should prepare for the fact that the available opportunities may be limited.
- You will most likely be placed with a small or medium sized organisation. Most large companies do not offer internships for the short period of time you are in Dublin.
- All positions are unpaid and entry level. You will be expected to complete a wide variety of tasks, from basic and administrative to specialised and project-based.
- This is first and foremost a cultural experience. Interning in an international environment is an excellent learning opportunity to expand your cross-cultural skills.
- The success of your internship placement is what you make of it.

## **Writing your CV**

A curriculum vitae or CV is the term used in Ireland for a résumé. Your CV should be up-to-date and carefully checked before submission.

## **What to Wear**

What you will be expected to wear for your internship will largely be determined by the field you will be working in. Most businesses and organisations in Dublin require employees to wear smart-casual attire to work. Interns are often surprised at how casually employees are dressed in the work place, but it is always advisable to dress professionally.

If you are interning in the fields of finance, business, or law, it is likely you will have to wear a suit or something similar every day. If you are interning in media, communications, or in a creative or non-profit environment, it is likely you will wear business casual attire to your placement. Because first impressions count, we recommend that you dress your best for your initial Skype interview and your first day in placement. When you are packing, please consider the type of industry you will be working in, what looks flattering on you, and the climate and season.

## **Obtaining a Police Check**

All students requesting an internship in education, psychology, social welfare and charities, criminal justice, or arts non-profits are required to get a police check.

If your requested internship area might involve work with sensitive information, children, or people “at risk” (such as people with disabilities, refugees, the homeless, etc.) you will need to get a valid police check before your arrival in Dublin.

A police check (or background check, as it is sometimes called) is a document stating the criminal convictions, or the absence thereof, of an individual. This can be obtained from your local police station, sheriff’s office, or campus police. Police checks vary in each state, so it is best for you to contact your nearest police station to find out their requirements to obtain a criminal record check.

In many cases, you will need to bring a proof of ID (such as a passport or driver’s license with a proof of address) and often they will issue the document to you right then and there. Otherwise, they will mail the police check to you once it is complete.

Police stations often require applicants to:

- 1) Fill out a form requesting the check
- 2) Indicate the reason for the police check. You should write: "International non-profit organisation requesting background check for the purposes of an internship working with children/vulnerable groups"
- 3) Submit fingerprints
- 4) Pay a fee

Please make sure you begin the police check process early; it could take several weeks to complete the process of making an appointment, being fingerprinted, and obtaining the background check.

The check must be completed before you leave for Dublin as you are required to bring it with you to the country. It is normally not possible to complete the check once you are here. Also, you do not need to mail the document to FIE, simply bring the original document with you.

### **What Happens Next**

Once you have completed your FIE Administration form and submitted all necessary application materials, FIE will be in touch regarding the internship. You will be asked to submit a list of possible fields of interest. The next stage is a Skype interview with our internship partner, who will ascertain your interests and discuss possible internship areas.

Please understand that the placement process can be a long and complicated process which usually takes a number of months to complete. Therefore, you will only find out the name of your internship placement after you have arrived in Dublin or just before departure.

Upon your arrival in Dublin, the FIE team will arrange a session to discuss your internship and field any questions you may have.

## **Accountancy & Finance**

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### **The Industry in Dublin**

The fields of accountancy and finance offer interesting and challenging work and Dublin provides a superb, albeit highly competitive, atmosphere in which to gain internship experience. As a member of the European Union, Ireland provides an English language environment conducive to foreign investors and employees from around the globe, and houses the European headquarters of several large multinationals, amid many small and medium sized enterprises and dynamic up-and-coming entrepreneurial businesses.

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### **Placement Areas & Opportunities**

#### **Accounting and Finance Departments**

Interning for an accounting or finance department that operates in a particular company or organisation provides a great internship experience. Duties could include processing invoices and payments, auditing, market research, preparing financial reports, completing balance sheets, analysing data, and liaising with other businesses and creditors.

#### **Financial Companies and Accountancy Firms**

Interning directly in a finance firm will suit finance majors who have either interned before in the industry or have an extensive academic knowledge of this field. Each company has its own area of specialisation, and interns will be assigned tasks within the organisation based on both their own past experience and the needs of the company.

Working in the finance industry is an exciting and rewarding experience. Interns are usually assigned day-to-day work in addition to projects for the duration of their placement. Tasks in this sector could include data analysis and valuation, assisting with reconciliation, monitoring investments and markets, report and development work, preparing financial reports, completing balance sheets, analysing data, and liaising with other businesses and creditors.

FIE works with a number of companies in the financial and accountancy sector including:

- Private investor companies
- Community finance and fundraising organisations
- Private accountancy firms

### **Example of a previous student's placement organisation**

#### **Sheehan & Associates**

**Lucan, Co. Dublin**

<http://www.sheehanassociates.ie>

Sheehan and Associates work to help Business Owners & Managers optimise growth, profitability and taxation, providing quality advice at an affordable price. Dedicating an accountant to each client, Sheehan and Associates is a progressive firm, embracing new technology to offer a fast and efficient service. Services provided include:

- |                            |                                 |
|----------------------------|---------------------------------|
| • Audit Services           | • Outsourced Accounts           |
| • Annual Accounts Services | • Payroll and Wages Outsourcing |
| • Bookkeeping Services     | • Tax Advice                    |
| • Corporate Services       | • Tax Returns                   |

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## **Realities of the Industry**

Internships in most large financial organisations, such as investment banks and accountancy firms, are not available on the FIE internship programme. This is because most big financial corporations have their own in-house internship programme or graduate recruitment schemes that are closed to overseas applicants who are only in Ireland for a short time. The financial organisations that FIE work with are typically small to medium sized enterprises.

Accountancy and finance placements seek interns with a good academic knowledge and professional experience in the field. Companies expect students to be open to a variety of tasks and demonstrate an understanding and applied knowledge of finance. It is essential that prospective interns clearly highlight in their CV their previous experience and relevant academic courses taken.

Interning within these sectors can be very demanding and students may find they are working to tight deadlines and performing rigid jobs where there is little room to creatively explore other aspects of the organisation for which they are working. However, interns will be able to observe international businesses practises and gain practical knowledge in finance.

## **Requirements/Skill Set**

- Knowledge of the industry and understanding of financial terminology
- Strong interpersonal and communication skills
- Data analysis and reporting skills
- Attention to detail and ability to problem solve
- Transferable skills such as knowledge of relevant IT processes

Relevant academic majors include: Accounting, Finance, Economics, and Business.

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## **Advertising**

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### **The Industry in Dublin**

The advertising is vibrant and vital in Dublin, with an exceptionally young workforce and strong industry standing. Businesses depend on effective brand management to compete in the bustling economy of a prosperous, cosmopolitan capital, and innovative advertising campaigns build on the Irish tradition of skillful, charming storytelling.

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### **Placement Areas & Opportunities**

Due to the intensely competitive nature of this field, opportunities in advertising are typically reserved for students with previous experience in the field and an excellent academic standing. Advertising is a broad industry that can include a range of mediums such as print, visual media, and increasingly online campaigns and social media. Students may have the opportunity to work within a specific niche as determined by the opportunities available.

### **Example of a previous student's placement organisation**

**Unique Media**  
**New Street, Dublin 8**  
<http://www.uniquemedia.ie>

Unique Media offers creative production and broadcast consultancy services. A fully equipped broadcast studio facilitates on-site radio advertisement, podcast and vodcast production, with narration and voice over facilities.

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### **Realities of the Industry**

Though there are opportunities for FIE interns to be placed within the field of advertising, it is a much more competitive area than, for example, communications or marketing. Consequently, placements are more likely to be administrative positions and will be allocated according to skills and experience. Students will not likely have the opportunity to work on creating new campaigns or contributing directly to client accounts. These types of creative tasks are normally only open to senior members of staff.

### **Requirements/Skill Set**

- Knowledge of advertising terminology and practises
- Excellent communications skills, both verbal and written
- Strong interpersonal skills and ability to work in a team setting
- Ability to deliver presentations and speak in front of a group

Relevant academic majors include: Communications, Marketing, Advertising, Business, Journalism, and Media Studies.

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## **Business & Economics**

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### **The Industry in Dublin**

With advances in technology, business is taking place on an increasingly global scale and Dublin has been at the forefront of the internationalisation of the Irish economy, attracting many global businesses to the city since the heady days of the Celtic Tiger economy. It is also home to numerous small and medium sized enterprises and dynamic up-and-coming entrepreneurial businesses.

Dublin is an excellent setting to participate in a business or economics internship and offers fascinating conditions in which to examine relevant issues and modern day trends in this field. Ireland's political framework is a hybrid of free-market capitalism and European social democracy; a model of collaborative partnership between the state and private capital. The city is home to ambitious professionals from all over Europe and further afield, who bring their innovative perspective and language skills to businesses and enterprises of all sizes.

In addition to placements in for-profit businesses and financial organisations, there are opportunities within non-profit organisations that provide work for those with economic expertise.

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### **Placement Areas & Opportunities**

#### **Business Administration**

There are a variety of placements available with small and medium sized enterprises (SMEs). SMEs are defined as companies with staff base of less than fifty employees. Interning in a business administration capacity is an excellent way in which to gain an insight into the inner workings of a company, and allows students to engage in a range of tasks throughout a variety of different departments.

#### **Entrepreneurial Companies**

Interning for a company that is less than ten years old is an exciting and dynamic experience that allows students to gain experience in a business environment. In recent years, the dotcom industry has emerged as one of the most prevalent sources of entrepreneurial work, and continues to provide a range of opportunities for student internships. Interns can expect to engage in new business strategies, marketing tasks, and research projects.

#### **Real Estate and Property Management**

Where a student has previous experience or an interest in the field, internships within the real estate sector provide students with an excellent opportunity to learn about business proceedings in Ireland. Students will have the opportunity to become familiar with Dublin and the Ireland's property market, which differs widely from the US market, including geography, pricing, and competitive research. Tasks may include work on behalf of clients, researching properties, and preparing presentations.

## **Human Resources**

The area of human resources is a wide-ranging sector covering selection and recruitment, employee relations, compensations and benefits, and training and development. Human resources departments are crucial to ensuring that all Irish and EU legislation regarding employee relations, health and safety, and social obligations are implemented and upheld. An internship within the field can provide an intern with not only knowledge of business practice but also provide insight into the workings of the recruitment field that will prove beneficial for the future.

## **Economic and Policy Organisations**

Students wishing to work in this field are required to show a high academic standard with a demonstrated knowledge of economic theory. Pressure groups, think tanks, NGOs and organisations within the government sector seek economics interns to assist in campaigns and projects. Such groups differ in focus, political orientation, and the methods in which they work, however the skill sets gained by interning at one of these organisations will be equally beneficial to the intern. Tasks may include fundraising, assessing the impact and development of organisational activities, liaising amongst organisations, research, and marketing projects.

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## **Realities of the Industry**

Business internships can be related and applied to a considerable number of sectors and organisations in Dublin. Therefore, it is essential that students wishing to intern in this sector identify what type of business they hope to intern for. It is essential that prospective interns clearly demonstrate their suitability for the field and highlight in their CV any previous experience and relevant academic courses taken.

Placement sites expect students to be open to a variety of tasks and demonstrate an understanding and applied knowledge of the business world. Interns will be assigned a range of tasks from office administration and research, to project-based work and client relations.

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## **Requirements/Skill Set**

- Applied knowledge of business and an understanding of current trends
- Relevant academic experience
- Hard-working and goal orientated
- Strong computer and analytical skills
- Ability to maintain and development good relationships

Relevant academic majors include: Economics, Accounting, Marketing, Politics, Business Administration, and International Relations.

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## Communications

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### The Industry in Dublin

There are a multitude of companies that work in the areas of brand management, communications and events management. Consumer businesses, specific brands, non-profit organisations, and individual firms rely on the communications field to generate business and press coverage.

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### Placement Areas & Opportunities

Opportunities abound for international internships across a wide range of different organisations. Whilst many companies have their own in-house marketing department, the industry has also seen a rise in entrepreneurial companies, with innovative professionals offering their consulting services to businesses, particularly in the field of social media.

### Example of a previous student placement organisation

**Havas Media Ireland**  
**Leeson Street, Dublin 2**  
**<http://www.havas.com>**

Havas Worldwide Dublin is part of a communications network across 75 countries. Havas offers a range of services, including digital, advertising, direct marketing, media planning and buying, corporate communications, sales promotion, design, human resources, sports marketing, multimedia interactive communications and public relations.

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### Realities of the Industry

It is very important that students requesting to work in a specialised area be able to demonstrate a genuine working knowledge within that field. Although every effort will be made to place students within their particular area of interest, availability varies throughout the year. It is important that prospective interns show their suitability for the field and highlight in their CV any previous work experience and relevant academic courses.

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### Requirements/Skill Set

- Knowledge of the relevant communications field
- Excellent communications skills, both verbal and written
- Strong interpersonal skills and ability to work in a team setting
- Ability to deliver presentations and speak in front of a group
- Flexibility and willingness to work irregular hours, such as evenings (if working in events planning)
- Computer and IT skills and experience with social media a plus

Relevant academic majors include: Communications, Marketing and Advertising, Business, Journalism, and Media Studies.

## **Historical & Cultural Organisations**

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### **The Industry in Dublin**

Dublin is a premier destination to gain experience working in the historical and cultural sector. The Irish capital is home to a host of world-class cultural institutions, numerous museums, and a wide range of community-based arts services. Cultural activities are highly popular and greatly utilised by both visitors and residents, who visit major attractions as well as more intimate and specialised organisations that Dublin presents.

Internship opportunities are available in a range of smaller organisations. A placement within one of the specialised areas will provide an excellent way to gain insight into the cultural and historical sector.

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### **Placement Areas & Opportunities**

#### **Museums**

For students with previous experience and the relevant academic background, internship opportunities are available in a number of small art and history museums throughout Dublin. Students may find themselves assisting in preparing and maintaining collections and exhibitions, archiving, research, event planning, marketing, educational programmes, and the day-to-day administrative operations of the museum.

#### **Community Art Organisations**

Reflecting the diversity of the arts in Dublin, there are a number of organisations based in the city that offer support to the work of artists, actors, dancers, and musicians. The work of these organisations is often done through promotion, fundraising, training, education, and open gallery or rehearsal space. Interns working within this area will have the opportunity to learn more about the field, gaining insight to the behind-the-scenes element of the arts and heritage industry.

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### **Realities of the Industry**

While the humanities sector in Dublin is extensive, and there are a range of internship opportunities available, please be aware internship positions are typically allocated in organisations within an administrative and assistant capacity. Interns are unlikely to be directly involved in curating exhibitions or developing major projects, but the experience gained through the internship is important to understanding the field as a whole.

Although students are understandably attracted to working in large museums, these opportunities are not typically possible due to the competitive nature of the industry and strict union rules. Independent galleries and specialised museums offer students a more hands-on and valuable internship experience.

## **Example of a previous student placement organisation**

**Axis Arts and Community Resource Centre**  
**Ballymun, Dublin 9**  
**<http://www.axis-ballymun.ie/>**

Axis is a venue, an arts development organisation and a community resource centre, comprising a state-of-the-art theatre, dance studio, gallery, arts and crafts workroom, music rehearsal rooms, recording studios and office space. It is also the working home of a range of highly active community development organisations.

### **Requirements/Skill Set**

- Knowledge of the specific area of historical and cultural interest
- Belief in the importance of arts and culture and a commitment to the field
- Good communication skills
- Flexibility and willingness to work in a variety of capacities

Relevant academic majors include: History, Anthropology, Visual Arts, Studio Arts, Dance, Music, Sociology, and Community Development.

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## **Information Technology & Multimedia**

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### **The Industry in Dublin**

Information Technology (IT) and Multimedia are an important part of everyday life, as conducting business electronically has become essential for public and private organisations, both large and small, across the globe. Companies and organisations utilise resources in technology for purchasing, marketing, administration, research, and sales. As a company's online presence grows in importance, the information technology industry has likewise increased and become more wide-reaching, with varied opportunities for interns to gain experience in the field.

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### **Placement Areas & Opportunities**

#### **Management Information and Support**

Students with excellent computer programming and support skills may find themselves interning for an IT department within a company. Tasks may include assisting with software and working with databases, websites, and shared networks. Duties could also involve project management, analysis, network management, new business, and consultancy.

#### **Digital Media**

The online industry has led to the creation of a wealth of pioneering companies. Interning within a department of a digital media company allows interns to be involved with online development projects. Students in multimedia companies may have the opportunity to intern in communications, e-commerce, and campaigns areas. There are also a growing number of opportunities working with social networking and social media applications.

#### **Web Design**

Most web design internships are available in business and media firms and there are also a limited opportunities available at independent web design firms. Tasks may include website creation and maintenance, facilitating usability, appearance and structure, and content editing. As online processes and technology are constantly evolving, it is imperative that students have a strong working knowledge of current systems and programmes.

#### **Graphic Design**

Graphic design can refer to a number of artistic and professional disciplines that focus on visual communication and presentation. Most graphic design internships are available within communications companies and new media agencies. In addition to working with specific creative briefs and projects, students will be expected to undertake administrative and personal assistant tasks.

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## **Realities of the Industry**

As IT and Multimedia encompass fast paced environments where technology and skills are constantly changing, it is essential that students' CVs reflect their previous experience and relevant technological knowledge.

Additionally, due to variations in Irish and US information technology, there are differences between the practices employed and the programmes and software used in each country. Students should make an effort to have an understanding of the Irish IT industry, while remaining aware that some skills and knowledge may not be transferable. It is an excellent opportunity for IT students to increase both their marketability and global understanding of the field.

Students wishing to intern in the field of design should submit an electronic portfolio containing samples of previous design work to accompany their CVs and Personal Statements. For web and graphic design, knowledge of computer design packages such as Microsoft Illustrator, Dreamweaver, Quark, InDesign, and Photoshop is often required. Undergraduate internship positions and tasks in the design field are all entry-level. It is, however, an excellent way to learn through observing and working alongside experienced practitioners in the field.

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## **Requirements/Skill Set**

- Demonstrated proficiency in relevant computer applications
- Awareness of differences between the Irish and American systems
- Technical problem solving skills
- Flexibility and willingness to work both on creative and administrative tasks
- Strong communication skills
- Computer skills, programming knowledge, and experience with social media a plus

Relevant academic majors include: Management Information Systems, Communications, Journalism and Media, Information Technology and Multimedia Studies, Art Design, Graphic Design, Digital Design, and Studio Art.

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## **Journalism & Media**

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### **The Industry in Dublin**

Dublin sits at the heart of Ireland's journalism and media industry. There is a thriving journalistic community which uses the city as its base, and it is a prime location for those interested in gaining experience in this field. Ireland has a long tradition of newspaper journalism, with daily circulation remaining consistently high over the last century. There has also been a significant increase in online journalism outlets in news, entertainment, and special interest topics, which are read nationally as well as globally. Furthermore, journalism has become a cross-industry skill as many businesses turn to social, web-based, and print media to market their business.

There are fantastic opportunities available at independent news agencies, magazines, popular online sites, and media firms that produce exciting and inventive work. Many of the larger publications are heavily unionised, so FIE mainly works with small and medium sized media companies. This enables students to get a more hands-on internship experience within one of Dublin innovative and independent journalism organisations.

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### **Placement Areas & Opportunities**

#### **Online Journalism**

There are a number of opportunities available in online journalism as the industry rapidly expands and improves. Most publications now offer an online counterpart and there are an increasing number of cultural affairs agencies and special interest blogs operating online. Students may assist with the writing and preparation for online articles, updating the website, conducting image searching, project work, and administrative duties.

#### **Print Journalism**

For students with significant previous experience, there are various internship placements available in published media in the form of magazines, journals, and independent newspapers. There are opportunities both in general publications as well as with specialist titles covering such topics as religion, finance, entertainment, and travel. Tasks could include research, editing articles and features, fact checking, updating databases, liaising with the public and media, administrative work, and preparing for layouts.

#### **Specialised Industry Publications**

Speciality industry journals and publications are a great way to exercise skills in research as well as journalism. Placements in this area may allow interns to see the business and field-specific side of journalism. Students will be expected to learn or have previous knowledge of the field in which the publication is centred. Areas of focus that students have been involved with in the past have included tourism, health, technology, real estate, and design.



## **Examples of previous student placement organisations**

**Metro Éireann**  
**Upper Dorset Street, Dublin 1**  
**<http://www.metroeireann.com>**

Established in April 2000, *Metro Éireann* is Ireland's principal multicultural newspaper. Apart from supplying up-to-date news and analysis, it has become a forum for inter-cultural communication, showcasing the rich cultural diversity of Ireland.

**Hotpress**  
**Trinity Street, Dublin 2**  
**<http://www.hotpresss.com/>**

*Hot Press* is a music and politics magazine that has been edited since its inception by Niall Stokes. The magazine serves as a platform for Irish musical talent and music journalism and its editor is counted among the most influential people in Irish music. The *Hot Press Yearbook* is released annually and promoted as a "Who's Who" list for the music and entertainment business in Ireland, with a launch party that is attended by musicians, journalists, publicists and others associated with the industry.

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## **Realities of the Industry**

Although students are understandably attracted to working for major publications, these opportunities are not usually possible due to the competitive nature of the industry. Journalism in Ireland is also strongly unionised, which means that opportunities to work for the large newspapers and magazines are not normally available. FIE works with a number of small publications firms that are able to offer students a valuable internship experience.

Please be aware that given the competitiveness of the industry and a student's position as intern, it is likely that journalism internship placements may not always involve students writing and publishing their own copy. This is to say that a student will probably not get a by-line or acknowledgment of contribution included in the publication. In most cases, students will not have the opportunity to be involved with so-called hard journalism or news reporting.

Additionally, students should be aware that internships within broadcast journalism are not possible. As for students wishing to work within the Film and Television industry, working in a studio or on set (for a news programme or similar) are not viable options for your internship. Fortunately, students can gain related experience and relevant transferable skills working for online and print journalism outlets and in communications roles.

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## **Requirements/Skill Set**

- Knowledge of the journalism field and how it operates
- Awareness of differences between Standard British and American spelling
- Strong research and analytical skills
- Strong writing, proofreading, and editing skills
- Flexibility and willingness to work irregular hours
- Additional language and web maintenance skills are also useful

Relevant academic majors include: Journalism and Media, Communications, Public Relations, English, and Literature.

## **Legal & Justice Organisations**

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### **The Industry in Dublin**

The Irish legal system is a mix of constitutional, statute and common law, subject to the provisions of international (most significantly European Union) treaties ratified by the state. Ireland's constitution of 1937 was the first in the world to explicitly provide for protection of individual human dignity, a concept which came to later prominence in the Universal Declaration on Human Rights. Ireland is similar to the US in principle of the separation of powers, a developed system of constitutional rights and judicial review of primary legislation.

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### **Placement Areas & Opportunities**

#### **Legal Organisations**

Internship opportunities within the field of law are available in governmental, private, and non-profit organisations. Students may be placed within a variety of areas, such as the legal department of a business, legal membership organisation, a campaigning and advocacy group, or working directly with legal practitioners. Such internships could see students assisting with project work, client cases, administration, drafting documents, communications, and research.

#### **Criminal Justice Organisations**

Internships in this area allow students to observe and be involved in work related to crime reduction, prevention, and justice. Projects conducted by the government or an independent charity are a great way to gain experience in the field. Students in the past have had unique opportunities, such as examining the prison system.

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### **Realities of the Industry**

Many legal internship placements are only available to post-graduate law students or trainee solicitors and barristers. In Ireland, a law degree is an undergraduate degree followed by on-the-job training for several years. American undergraduates will not have had the appropriate legal education to fulfil most available positions, thus should not expect to work at a level comparable to a US law student or Irish trainee.

Whilst there are some opportunities to intern in the legal sector in Dublin, the industry is extremely competitive. Previous experience in the law or criminal justice field is desirable to potential site placements. A prior internship at a US legal organisation is usually necessary for placements working directly with legal practitioners.

Interning within a legal or criminal justice organisation can be quite demanding and students may find they are working under pressure to tight deadlines. The industry can also be very serious and professional, and students could be exposed to confidential information. In this case, they should be relied on to use their maturity and discretion.

## **Example of a previous student's placement organisation**

**ABC Legal Services**  
**Essex Quay, Dublin 8**  
**<http://www.abclegal-services.com/>**

Maher & Co. Solicitors provide legal services in conveyancing new and second hand homes, employment law matters, defending road traffic court prosecutions and recovering compensation for people who have sustained personal injury at work or in public space.

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## **Requirements/Skill Set**

- Applied knowledge and comprehension of legal terminology
- Understanding of both US and Irish legal systems
- Attention to detail and ability to think critically
- Strong interpersonal and communication skills
- Sensitivity to the cases and subject matter they are working with

Relevant academic majors include: Business and Economics, Politics, Law, International Relations, Criminal Justice, Psychology, and Community Development.

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## **Public Relations and Marketing**

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### **The Industry in Dublin**

A wide array of public relations firms in Dublin serve consumer businesses, strong and novel brands, non-profit organisations, and private firms. With the economy still recovering from a sharp recession, consumer confidence is paramount and new products being launched or established companies seeking to reposition themselves in a market depend entirely upon this field for success.

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### **Placement Areas & Opportunities**

There are a variety of positions available in PR and marketing at various companies across industry areas such as business, media, consumer, sports, travel, and technology. Students wishing to intern in this field may find themselves working at a PR or marketing firm or within a communications department within a larger company. Tasks may include assisting with writing and distributing press releases, social media management, liaising with clients, identifying and implementing new marketing strategies, forecasting and market research, database management, arranging promotional events, and collecting brand coverage.

### **Example of a previous student's placement organisation**

**Heneghan PR**  
**Pembroke Road, Dublin 4**  
**<http://www.hpr.ie>**

Heneghan PR is one of Ireland's leading independent public relations and communications companies. The agency provides public relations advice, media and communications counsel, event management services, digital communications, and lobbying as well as a wide range of PR services.

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### **Realities of the Industry**

Public Relations is a sector of industry that was hit especially hard during the economic slump of recent years in Ireland, with many agencies releasing as much as 30% of their staff in order to survive. Recovery is underway, and the firms that have survived into the present are enjoying a more favourable market following that contraction, but this remains a very competitive field where the entry-level employee or intern must be flexible, able and highly motivated.

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## **Requirements/Skill Set**

- Knowledge of the field of Public Relations
- Excellent communications skills, both verbal and written
- Strong interpersonal skills and ability to work in a team setting
- Ability to deliver presentations and speak in front of a group
- Flexibility and willingness to work irregular hours, such as evenings (if working in events planning)
- Computer and IT skills and experience with social media a plus

Relevant academic majors include: Communications, Marketing and Advertising, Business, Journalism, and Media Studies.

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## Sports

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### **The Industry in Dublin**

Sport is at the heart of Irish identity, from pride in the national teams performing rugby and soccer on a global stage to a passion for traditional games played throughout the country under the Gaelic Athletics Association. Indeed, the GAA was the first major organisation established during the cultural revival that led to a successful campaign for Ireland's political independence, while Dublin reigns as the current county champion in Gaelic football. Most sports in Ireland are amateur and state funding is essential in providing facilities and the opportunity for young athletes to get involved and develop.

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### **Placement Areas & Opportunities**

Voluntary organisations regulate sport at a community level, while a number of national bodies oversee the major sports for the entire country. Certain organisations offer educational programmes either in coordination with school outings or as afterschool activities, which focus on sports. Interns will assist in planning, coordinating, and delivering these organisations' programmes, as well as general administration.

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### **Realities of the Industry**

Any internship involving contact with vulnerable groups (young or disabled persons) will require a police check ahead of placement. Internships in this sector are typically with non-profit coordinating bodies. Sports management/representative firms rarely seek to take on internship placements.

### **Examples of previous student placement organisations**

**Special Olympics Ireland**  
North Circular Road, D7  
[www.specialolympics.ie](http://www.specialolympics.ie)

Special Olympics is one of the largest voluntary organisations in Ireland. The organisation thrives on the energy, commitment and enthusiasm of more than 18,000 volunteers. Every day in communities all over the island of Ireland, these individuals take time from their busy schedules to help change the lives of people with an intellectual disability. 11,000 athletes participate in 15 sports in more than 440 Clubs stewarded by Special Olympics Ireland.

**Tennis Ireland**  
Dublin City University, D9  
[www.tennisireland.ie](http://www.tennisireland.ie)

Tennis Ireland is the national governing body for tennis in Ireland, overseeing more than 200 clubs and over 80,000 members around the country. As well as coordinating elite competitions and managing the National Tennis Academy, Tennis Ireland operates development programmes for players at all levels.

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## **Requirements/Skill Set**

- Belief in the importance of sports and a commitment to the field
- Flexibility and willingness to work in a variety of capacities
- Strong interpersonal skills and ability to work in a team setting
- Ability to maintain and develop good relationships

Relevant academic majors include: Sports Management, Community Development, Physiotherapy.

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## Travel and Tourism

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### **The Industry in Dublin**

The Irish travel proportionally more than almost any other nationality, while tourism is vital to the Irish economy, which all makes Dublin a great place to learn about this industry. Students may be involved with researching locations online, writing copy, events planning, attending trade fairs, liaising with clients, and assisting with business administration. In this sector, language skills are an important bonus.

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### **Placement Areas & Opportunities**

For students with an interest and knowledge in the travel and tourism industry, there are placements available with small travel companies, travel communications agencies, and travel websites.

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### **Realities of the Industry**

Despite constant engagement with the promise of adventure, internships in this industry will rarely, if ever, involve opportunity for actual travel. Most of the placements available are in offices requiring administrative assistance.

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### **Requirements/Skill Set**

- Keen interest in the field
- Good communication skills
- Computer and IT skills and experience with social media a plus

Relevant academic majors include: Hotel Management, Journalism, Marketing.

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