



## INTERNSHIP GUIDELINES

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# INTRODUCTION

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The Irish advertising industry is made up of full service creative agencies, media agencies and digital specialists. The majority of agencies across all disciplines are members of IAPI (The Institute of Advertising Practitioners in Ireland). IAPI is the representative body for the Irish marketing and communications industry. One of the core objectives of IAPI is to uphold standards of professionalism for members.

Work placements and internships are becoming more prevalent in the advertising industry. The majority of people looking to work in advertising now go through an internship process before successfully attaining a permanent position in an agency. The industry welcomes graduates from all backgrounds, not just specialist advertising or marketing courses but business, psychology, engineering, fine art, computer science etc.

The advertising industry is a creative industry with a young age profile. IAPI understands agencies needs in relation to recruitment of young talent. These guidelines set out best practice for agencies, allowing them to nurture future talent and reduce the risk of exploitation.

This document outlines IAPI's official guidelines for agencies and interns on what to expect when undertaking an internship and what is expected from them, the overall goal being to provide a mutually beneficial experience for all involved.

It is best practice to provide a mentor to guide and manage the workplace experience and, ideally, to agree a set of learning outcomes that will be achieved at the end of the placement.

An internship should be looked upon as a positive thing for all involved. It is one of the best ways to get yourself in front of the right people and to get your foot in the door to kickstart your career in advertising.

Internships are a quid pro quo arrangement – agencies get to meet and experience talent, while interns build valuable experience, networks and continue to learn and showcase their talents.

An internship allows the individual to achieve some of the following objectives:

- The opportunity to test their interest in a particular discipline e.g. media planning
- Learn how to apply theory to practical work situations
- To develop new skills and enhance existing skills that are directly applicable to their advertising career
- To enhance career prospects
- To learn good general work habits such as time management and communication skills
- To get a reference from the agency

# TYPES OF INTERNSHIPS

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## INFORMAL INTERNSHIPS

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This is the most common internship available in advertising. Job posts are advertised on the agency and IAPI website ([www.iapi.ie](http://www.iapi.ie)). During your time in an agency they will help you to develop the skills you need in your future advertising career.

Tasks can include the following;

- Attend team meetings
- Collect data and produce various reports
- Conduct necessary research as directed
- Help develop presentations
- Proofreading and editing ad copy
- Research and analysis on markets or competitors
- Collate transmission times for TV and radio
- Assist in reception for incoming phone calls
- Assist in office duties, including agency-related administrative duties as assigned
- Participate in strategy and marketing brainstorming sessions
- Work on live briefs, help with presentations and assist the creative teams

# GETTING THE MOST OUT OF AN INTERNSHIP

Day to day life in agencies will vary. However the principles, whether its media, creative or digital are in essence the same. We've noted a few tips below to help you make the most of your time in an agency.

- Take initiative and demonstrate your passion and enthusiasm at every opportunity.
- Know when to speak up and when not to.
- Ask questions, no matter how stupid you might think they are -you are there to learn.
- If you're working on the creative side, you're not expected to crack the brief, you're just starting out. Agencies don't expect you to know every thing. In fact they expect you to throw weird and wonderful ideas into the pot that are potentially not feasible or are off-brief but that's a good thing. It may spark an idea for another brief down the road.
- Answer the brief first, and then do crazy. It's good to impress the team with new ideas and exciting concepts however the brief has to be answered first. Remember this and ensure you do the job at hand first and foremost. Then do crazy!
- Once you know what clients you'll be working on, make it your business to get to know their business. Source as much information as possible on the client, industry, competitors, etc.
- Get out of the department you're working in - agencies have many parts. Go and find out how all the parts work together. Talk to planners and account handlers in the creative agency, get to know the traffic and production teams. In a media agency sit down with the search or social specialists, get to know the suppliers (radio stations, press titles, outdoor specialists, online sales houses etc.).
- Try and meet the Managing/Planning/Creative Director. It's important to be seen around the agency and to be remembered as a passionate and interested team member.
- Have fun - agency life can be tough but it's also super rewarding and great fun so enjoy it!

*\* It is important to have a basic understanding of Microsoft Office or the key Adobe Creative Suite programmes.*

# WHAT AGENCIES NEED TO COMMIT

What agencies should commit to the intern:

- Internships should not exceed three months.
- An internship should precede a full time paid position. This position should be offered to an intern following the internship, based on their performance.
- Determine which area of your business you wish the intern to be involved in.
- Meet with the intern and agree the objectives/desired outcomes of the internship.
- Brief the intern on your organisation's work culture, disciplinary procedures, dress code, punctuality, modes of address and all other relevant details to ensure that the intern makes a smooth transition into the workplace.
- Nominate an experienced employee to mentor the intern during the period of the placement and to monitor and report on his/her progress.
- Mentoring sessions with line manager based on an agreed schedule.
- Appropriate training and an induction.
- A written reference (pertaining to intern placement).
- Listen to their suggestions and thoughts on campaigns and briefs, as well as services regarding improvement and development in the workplace.
- Ensure interns are treated as part of a team and are involved in the celebrations as appropriate.

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ADVERTISING  
CERTIFICATE

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**IPA**

You can reward interns by registering and paying for them to do the European Advertising Certificate (EAC). It is open to people from all disciplines with less than 18 months agency experience. There are six modules in total, covering all aspects of the brand Communication Process and how job roles fit into this. More information can be found at [www.iapi.com/training](http://www.iapi.com/training).

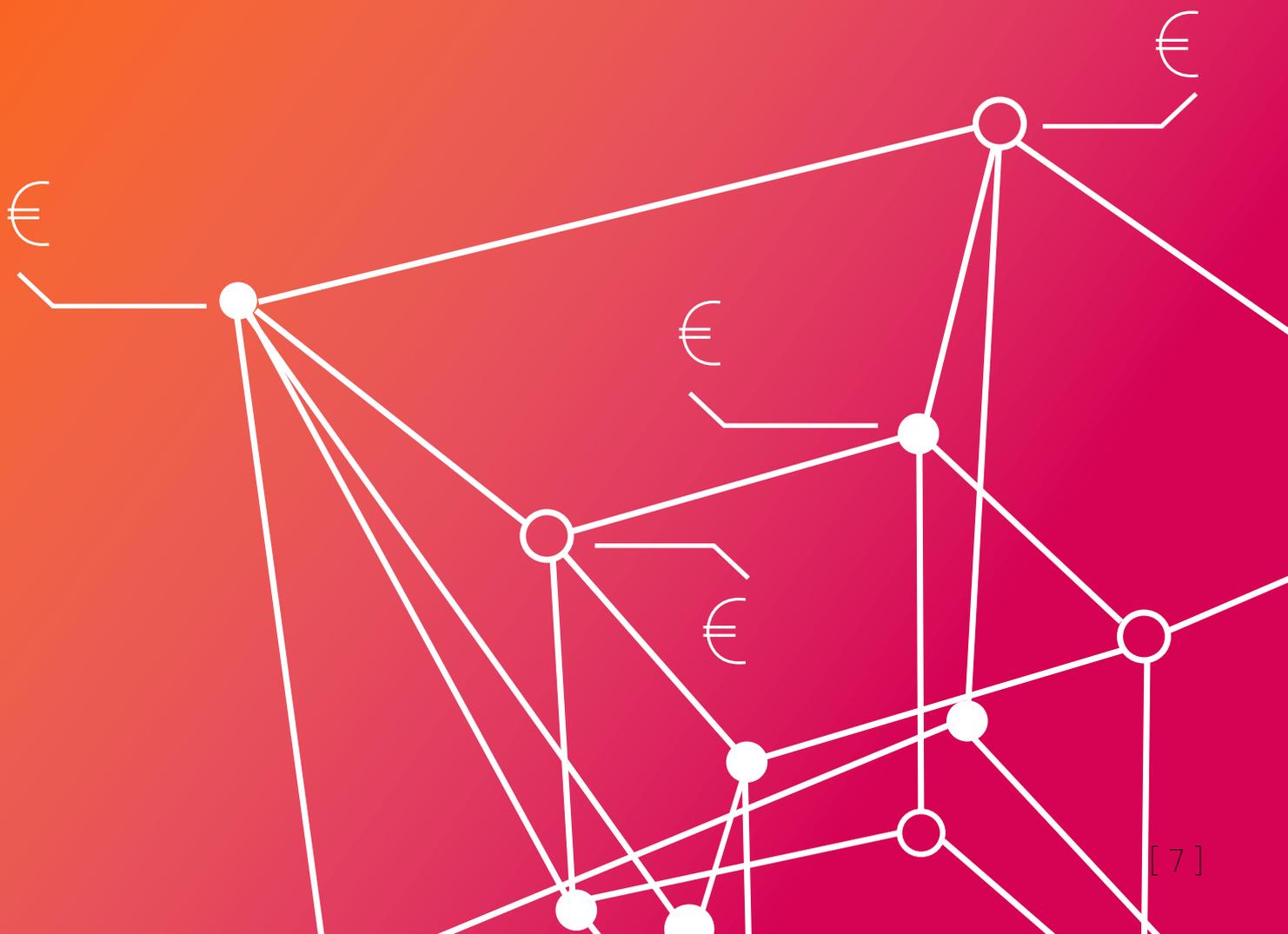
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## PAYMENT

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Agencies should agree remunerative arrangements (an agreed allowance per week for the duration of the internship) before the internship commences. IAPI expects agencies to pay interns the legal minimum wage of €9.25/hour.

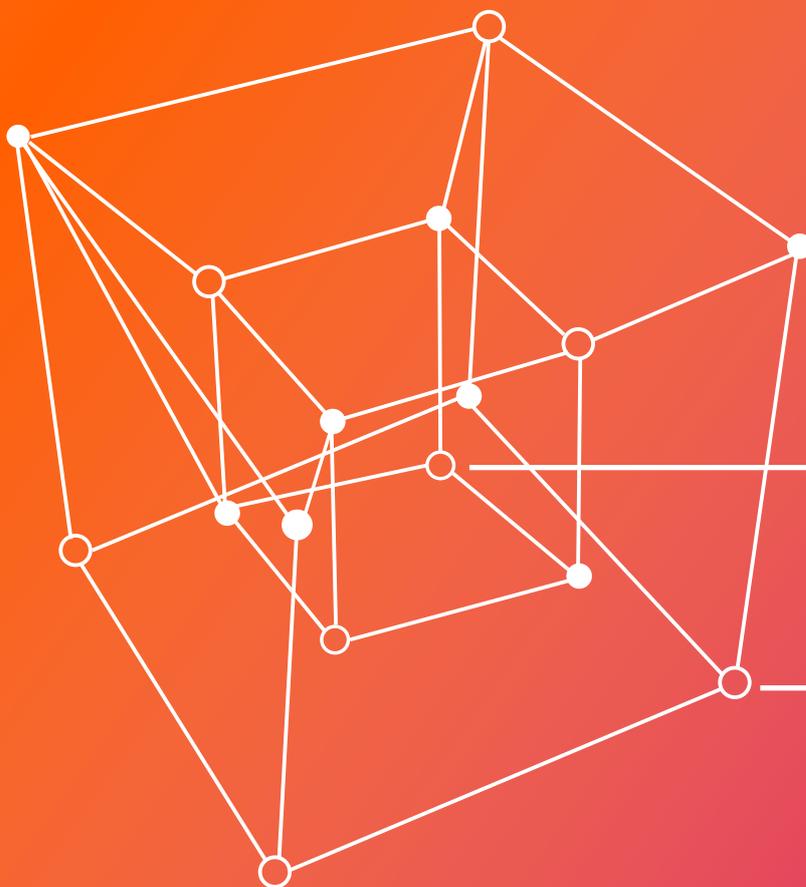
Agencies - check with your accountant/revenue to ensure that any payments made by you to the intern could not be regarded as salary/wages and that you would therefore be liable to pay employer social insurance.



# WHAT INTERNS NEED TO COMMIT

What interns should commit to their agency:

- Have a clear understanding of what you want to achieve from the work placement.
- Meet someone senior and find out as much as you can about your intended role.
- If possible speak to someone else who has undergone an internship/ work placement in the agency and find out if they had a positive experience.
- Respect the values, aims and ethos of the organisation.
- Treat all information about the company and its clients as confidential.
- Act in a professional manner, display a willingness to learn from and co-operate with others.
- Adhere to the absenteeism protocol regarding absenteeism notification.
- Be committed to the agreed weekly attendance, be punctual.
- Be reliable and professional, ensure your dress code is appropriate.
- Treat all colleagues, suppliers and clients with respect.
- Attend all training provided.
- Attend mentoring sessions with line Manager at the start, middle and end of placement.



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# INTERNSHIP GUIDE LINES

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