The start of your career

Information session
Internship Communication Science
10 December 2019

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Fien Reerds, Ali Can Kutlu
Welcome!

Jelle (internship coordinator internation track) with AJ and Fien (experience experts)

• The internship from A-Z
• Planning, criteria, supervision, research part

Nicolien (Student Careers Centre)

• How to find an internship?
• How do things work in the Netherlands?
• Career skills week
Outline

1. Why an internship?
2. Requirements
3. The Dutch labour market
4. The internship as start of your career
5. Finding the right internship
6. Planning the internship
7. The empirical study
8. Supervision
9. Products of the internship (proposal, report)
Two questions about the internship:

What is your greatest concern?

What do you hope to achieve?
What is your greatest concern regarding the internship?

- Finding an interesting organization: 7
- Applying for the position: 2
- Conducting the research: 9
- Being locked up in an office for 8 hours straight: 5
- No concerns here sir: 0
- Other: 2

Internship Information Session, 10 Dec 2019
What do you hope to achieve with the internship?

- **Gain working experience**: 17
- **Improve my CV**: 1
- **Getting to know a branch**: 2
- **Getting to know a specific organization**: 0
- **Apply academic theories in practice**: 1
- **Build a network**: 5
- **Other**: 0
What is an internship?

Ideally, the start of a promising career
At the least, a chance to explore a profession or branch
Opportunities an internship brings...

- Broaden your horizon
- Develop practical skills
- Experience a 9-5 job
- Gain insight in organizational politics
- Independently conduct research
- Build your curriculum vitae
Internship Requirements

• At least 12 full-time working weeks

• Begin and end of internship must be in the same semester

  Exceeding semester? Only after consultation administration or coordinator

  Note: Period outside semester does not count towards 60 days and there’s no supervision

• Tasks at academic level and to some extent related to communication

• Expert supervisor (professional in communication, preferably with academic background)

• Formal consent of conducting research during internship

• Physical workplace
Internship Experience - AJ

6-months internship at COFRA Amsterdam (February 2019 – July 2019)
• Holding company of the retailer C&A

Group Communications Intern
• Implementation and coordination of internal social media platform Workplace by Facebook
• Member of new COFRA website project
• Media monitoring
• Communication meetings (Daily stand-up, Bi-weekly and Monthly)
Internship Experience - Fien

6-months internship at Keuringsdienst van Waarde

Dutch television program documentary style about consumer product and their production process

Daily tasks:
• Research on consumer products
• Grocery shopping
• Assisting during recordings
• Making up scenes
How to get an internship

December 2019
Nicolien Scheerman Msc.
UvA Student Careers Centre
The Dutch labour market
The Dutch Labour Market

Five years after graduation:
Stayrate of international students 36% to 42%.
With a labour participation rate of between 70% and 75% they are on par with Dutch graduates.
International organisations Amsterdam Region

Where are they from?

Top industries:
- ICT & Tech
- Finance & Business
- Creative

Source: Amsterdam Economic Board
The Dutch and International labour market
Organisations in the Dutch labour market

- (European) HQ’s are located in NL because of legal and tax reasons
- Less/no need to speak Dutch
- Deploy your own cultural background and native language!
- Understand Dutch clients
- Understand the international nature of the company
- Specific positions / departments serving international markets
- Speaking (a bit of) Dutch increases your chances
- Understand the Dutch culture
- Deploy your own cultural background and native language!
- Full Dutch proficiency
- Understand the Dutch society, business culture, inhabitants etc.
Internship allowances in the Dutch labour market

• Internship allowance ≠ salary

• Most internship allowances are between the 300-500 euro

• Depends on the industry (NGO/ Education/ Finance/)
Where to start?
The process of getting an internship
Craft your own Career

- What do I like to do?
- What are the jobs like?
- What employers are out there?
- What does my sector look like?
- What can I learn?
- What will my day look like?

YOU

The job market

What do I find important?

What drives me?

What am I good at?
# Researching yourself and your preferences

<table>
<thead>
<tr>
<th>What are your talents?</th>
<th>What topics interest you?</th>
<th>What conditions are important?</th>
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<tbody>
<tr>
<td>Well organised</td>
<td>A sustainable world</td>
<td>Pleasant working environment</td>
</tr>
<tr>
<td>Responsible</td>
<td>Human rights</td>
<td>Good reward</td>
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<tr>
<td>Idealistic</td>
<td>Finance</td>
<td>Meaningful work</td>
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<tr>
<td>Observant</td>
<td>Arts and culture available to everyone</td>
<td>Realistic targets</td>
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<tr>
<td>Consistent</td>
<td>Fundamental research</td>
<td>Work/life balance</td>
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<tr>
<td>Good communicator</td>
<td>Film industry</td>
<td>Financial security</td>
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<tr>
<td>Friendly</td>
<td>Refugee crisis</td>
<td>The power to influence</td>
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<tr>
<td>Straightforward</td>
<td>Preserving nature</td>
<td>Personal development</td>
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<tr>
<td>Inspiring</td>
<td>.....</td>
<td>Responsibility</td>
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<tr>
<td>Goal-oriented</td>
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<td>Visible results</td>
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<tr>
<td>Persuasive</td>
<td></td>
<td>An inspiring manager</td>
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<tr>
<td>Calm</td>
<td></td>
<td>Cooperation</td>
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<tr>
<td>.....</td>
<td></td>
<td>Independence</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Clear job requirements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Status</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fast career progression</td>
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<td>.....</td>
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Researching yourself and career opportunities

There are many links/connections you can have with career opportunities

<table>
<thead>
<tr>
<th>Sector</th>
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<tbody>
<tr>
<td>Company</td>
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<tr>
<td>Department / Project</td>
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<tr>
<td>Job or internship</td>
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<tr>
<td>Individuals</td>
</tr>
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</table>
How to get an internship?
The Dutch labour market is like an iceberg....
Start networking
Using LinkedIn to map out the labour market

LinkedIn is an essential tool for:

- Orientation
- Networking
- Online profiling

- Use LinkedIn to map your labour market

- You can research companies, vacancies and individuals

- 4.3 million Dutch people use LinkedIn
<table>
<thead>
<tr>
<th>Where they live</th>
<th>Where they work</th>
<th>What they do</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,956</td>
<td>Netherlands</td>
<td>94</td>
</tr>
<tr>
<td>2,710</td>
<td>Amsterdam Area, Netherlands</td>
<td>39</td>
</tr>
<tr>
<td>392</td>
<td>Utrecht Area, Netherlands</td>
<td>37</td>
</tr>
<tr>
<td>300</td>
<td>The Hague Area, Netherlands</td>
<td>36</td>
</tr>
<tr>
<td>280</td>
<td>United States</td>
<td>20</td>
</tr>
<tr>
<td>186</td>
<td>Rotterdam Area, Netherlands</td>
<td>19</td>
</tr>
<tr>
<td>123</td>
<td>Almere Stad Area, Netherlands</td>
<td>19</td>
</tr>
<tr>
<td>122</td>
<td>Germany</td>
<td>18</td>
</tr>
<tr>
<td>95</td>
<td>United Kingdom</td>
<td>18</td>
</tr>
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Finding vacancies in the ‘visible’ market
Brand Communications & Influencer Marketing Internship (Italy, Spain, UK)

CLUSE - Amsterdam, NL

Vacature
Bedrijf
Besoedeling

About CLUSE
Some call it work. We call it doing what we love — and loving what we do. Building one of the world’s fastest-growing watch and jewelry brands, and inspiring women to express their individuality with our fresh spin on minimalism. We dream big, but our focus stays true to the little things. Attention to detail in everything we do. Being in tune with the moment. Embracing new opportunities. And challenging ourselves every day with great passion for the CLUSE brand.

It’s our vision to create a world where you shine. Inspire women to celebrate their individuality, together. We do this by accepting and encourage curiosity, grace, sincerity, excitement, togetherness and drive.

What the role is about
As a Brand Communications & Influencer Marketing Intern you will contribute in increasing brand awareness and create exposure for CLUSE in the UK, Spain or Italy, by mainly using social media like Instagram & YouTube; but also online- and offline media outlets and events.
Internship vacancies

Results: 1 - 7 of 7

Over het IJ Festival
Ben jij een gedreven (online) marketing- en communicatiestudent? Gaat jouw hart sneller kloppen van een creatieve festivalomgeving en ben je niet vies van hard werken? Dan is deze stageplek iets voor jou! Je wordt onderdeel van het festivalteam ...

ReliefWeb
ReliefWeb’s Bangkok office is currently looking for talented public information and marketing interns to join the team. Interns will be working in a fast-paced, innovative environment with team members from across the globe. We believe this would ...
Tip

92 results found for Function type “Internship” and Area of interest “Communications” and “Marketing”.

Content and Graphic Design Intern
29 November 2019
KLÀBU is seeking a creative, energetic recent graduate or a student nearing the end of their studies to come on board as a Content and Graphic Design Intern, starting in January 2020.

Marketing Intern - Customer Care
27 November 2019
As a Marketing Customer Care Intern your essential duties and responsibilities will be to:

Intern - Business Analyst – EMEA Sales Operations
25 November 2019
• Develop process/tools to help sales operations team manage queries from the sales field
• Design, document and implement business processes
• Review existing workflows and processes, then improve and document

Blogger
22 November 2019
The role of the Blogger includes

Facebook Coordinator
22 November 2019
The role of the Facebook Coordinator includes:

Instagram Coordinator
22 November 2019
173 resultaten gevonden voor Functie type "Stage" en Interessegebied "Communicatie" en "Marketing".

Denkbank Arbeidsmarktdiscriminatie
29 november 2019
Bij Denkbank Arbeidsmarktdiscriminatie ga je met een interdisciplinair team van creatieve stagiairs (onder leiding van een projectleider) aan de slag om impact te maken in Amsterdam door te werken aan een inclusieve arbeidsmarkt.

Content and Graphic Design Intern
29 november 2019
KLABU is seeking a creative, energetic recent graduate or a student nearing the end of their studies to come on board as a Content and Graphic Design Intern, starting in January 2020.

Stage Marketing & Communicatie
28 november 2019
Do taken lopen flink uitoen; van een PR-strategie bedenken en doorvoeren tot opzetten, uitvoeren en uitwerken van een relatie-evenement - inclusief hapjes voorproeven en goodiebags samenstellen.

Customer Experience & Operations Stage bij Gisou by Negin Mirsalehi
28 november 2019
- Je zorgt ervoor dat klantverwachtingen worden overtroffen wat leidt tot loyaal en super tevreden klanten van Gisou. Je bent het eerste aanspreekpunt voor klanten en geen gesprek is hetzelfde. Met een goed inlevingsvermogen weet jij klanten op een prettige wijze te woord te staan.
Rules and roles
Dutch labour market – roles & rules

In the Netherlands, the student is fully responsible for:

- Communication and negotiation with: government, university & employer
- Making sure the internship meets requirements
- Finding the internship
- Completing the internship
Practical Matters – permits/visa

EU / EEA students
• Full access to the labour market (internship/graduate job)

Non EU/EEA students->
• In need of a work permit
• Internship – Nuffic agreement (signed by company, study and yourself)
  Submit signed and in twofold to coordinator - visa consequences

NOTE: important change for EU & non-EU students
Dutch Health Insurance is no longer mandatory. During the length of your internship you can keep your international health insurance, you do not need to change. Liability insurance is strongly advised (often part of AON insurance).

www.uva.nl/work
The Dutch culture

- G. Hofstede, G.J. Hofstede, Michael Minkov – 6 dimension model
- Erin Meyer based on Hofstede and added 2 (8 dimensions)
You are looking for an internship or a job and your goal is to get across what you are good at, what drives you and what makes you the best candidate. Check the information on the topics below and make your application a success.

**CV**

What makes for an effective CV? How do you make your qualities and motivation stand out? And how do you pick a layout?

[Read further →](#)
Video: How to prepare your job interview
Watch the video below to find out how to prepare and what you can expect during the interview.
Career Skills Week
3- 7 February 2020

Explore your career options!
Indulge yourself in today’s working place
Contact UvA Student Careers Centre

Open UvA workshops & training: apply online

Ask your quick questions by phone or email:
Telephone hours: between 09:00 and 10:00 tuesday-friday
020-525 1401 - studentcareerscentre@uva.nl

Individual appointment: book online (via contact)

Online information & inspiration:
uva.nl/work and career.uva.nl

career.uva.nl
Planning your internship

Before internship:
- 3-6 months before internship start: Start orientation on interesting positions
- June/December:
  - 1. Register in SIS during application period
  - 2. Fill in internship survey (will be sent after registration)
- Ultimately 3 weeks before start internship: Submit proposal (online form)

During internship:
- 3 weeks after start: Submit final proposal
- minimally 12 weeks after start: End of internship

After internship:
- 1-4 weeks after last day at office: Submit draft internship report
- 1-6 weeks after last day: Submit final internship report
Internship Research Project

At least one third of the time. That means one month, so don’t be too ambitious!

Option A:
Formulate your own research question in consultation with the host organisation.

Option B:
Conduct research at the request of the host organisation, as part of a team and/or part of your formal duties within the host organisation.

Looking for inspiration? Internship reports are available at student’s desk C7.
Example:
Research at Keuringsdienst van Waarde
Explaining viewing rates

Method: Content analysis of the episodes
Variables: News values, viewing data
Example:
Research at Cofra
Analyzing employee engagement

- Effects of different post types on employee engagement & the influence of organizational identification
- Method: experiment
- Relation: type of posts (formal/informal) on Workplace -> Employee engagement
- Organizational identification as moderator
Supervision

• Daily supervision in hands of organization, doth for daily tasks and research (stuck with research? Methods Desk here to help!)
• CS supervisor at distance: keeping track of progress
• Three internship group meetings
• Two individual meetings throughout internship (skype)
• Regular updates per mail
Peer meetings

• Three mandatory 2-hour meetings in small groups (max 5 students)
• Aim: to share experiences, give each other advice, and discuss objectives
• Preparation is required for every meeting

➢ 1st meeting, wk 2. Final proposal (linking learning objectives to internship, discuss research ideas)

➢ 2nd meeting, wk 9. Research pitch, case discussions.

➢ 3rd meeting, wk 15. Evaluation functioning, networking, final report.

• Exact dates will be mailed by supervisor before start of semester
• Make sure to block these dates in your agenda!
Products of the internship

1. Preliminary proposal (online form)
2. Final proposal
3. Internship report (including research report)
4. Blog
1. Preliminary proposal

Online form at internship website:

https://student.uva.nl/cs/content/az/internship---cs/forms/forms.html

You’ll provide information on organisation, duration, tasks, supervision...
2. Final Proposal

1. Internship report (preliminary)
   - Description organisation and your function
   - Description of your planned tasks and responsibilities
   - Description of learning objectives (see internship guide)

2. Research proposal
   - Short introduction including relevance
   - Research objective and research question(s)
   - Brief theoretical context
   - Preferably: brief description research design (what method? what data?)
3. Final Report  

Size full report: 10-15 pages

1. Internship report
   - Description organisation and your function
   - Description of your tasks and responsibilities
   - Reflection on learning objectives
   - Overall conclusion internship

2. Research report
   - Introduction (social and scientific relevance, research problem)
   - Theoretical section (brief literature review, hypotheses/RQs)
   - Method section (research method, data description, operationalisation variables)
   - Results
   - Conclusion and discussion (conclusion, context literature, limitations, implications)

3. Completion Form (signed evaluation by organisation)
4. The Blog

Share your experiences!

Write at least one blog, upload to site and add as appendix to report
Deadlines

• Final proposal (incl. Appendix, see Canvas)
  \textit{Within 3 weeks after first day at internship}

• Final report (incl. Completion form, see Canvas)
  \textit{Within 6 weeks after completion of internship}
  \textcolor{red}{\rightarrow submit to Education Desk and on Canvas}

• Internship blog
  \textit{Ultimately the final day of the internship}

\textcolor{red}{Note: internship is not official until the final proposal has been approved!}

Internship Information Session, 10 Dec 2019
Internship coordinators

Dutch track: Dr. Monique Timmers
Consultation hour: every Tuesday 11.15 – 12.15h
(REC C 10.17)

International track: Dr. Jelle Boumans
Consultation hour: every Thursday 15.00 – 16.00h
(REC C 7.14M)

Questions? First double check the internship guide!
Short questions via mail: stages-cw-fmg@uva.nl / internship-cs@uva.nl
Complexer issues: come to consultation hour (no need to sign up)
The End

Feel free to ask questions!