

Virtual Internships

Virtual internships are projects that can be undertaken by the student remotely from an office or a host supervisor in a flexible way.

They have proved to be a very positive experience for supervisors and interns in many circumstances.

Perhaps the organisation doesn't have an office space, perhaps they are in another area of the country and perhaps the work required itself can be completed from anywhere.

Virtual internships can largely be completed flexibly and there is no requirement for face to face supervision which allows the intern to get on with the project in hand and the supervisor to get on with their day to day work.

Hints and tips to help employers [get the most from virtual internships can be found here](#).

Below are some examples of recent projects that have been completed virtually both on campus and with local employers by University of York students and some of the typical tasks undertaken for each of these roles.

Business Development / Analysis

- ★ Development of tools, templates and methodologies for use on projects
- ★ Business case / bid support development
- ★ Documentation - methodologies and processes
- ★ Development of processes and templates
- ★ Policy refresh and update
- ★ Writing a business case to be reviewed by senior leaders
- ★ Data Analysis

Project Management

- ★ Organising stakeholder meetings, comms etc
- ★ Preparing finance analysis, budgets
- ★ Collect process information
- ★ Create and contribute to project planning tools
- ★ Prepare status reports
- ★ Provide administrative support (in conjunction with other tasks)

Research

- ★ Collation and analysis of best practice
- ★ Literature review
- ★ Make suggestions and recommendations in a report
- ★ Consultation with stakeholders, run focus groups etc
- ★ Implement any changes where possible

Social Media

- ★ Developing a social media strategy that the company can use for the next 12 months
- ★ Creating and publishing social media content
- ★ Understanding and documenting the current customer base
- ★ Identify key engagement and success metrics
- ★ Test and make recommendations around a social media management tool

Digital Marketing / Marketing / Comms

- ★ Creating engaging website content
- ★ Translating specialised technical information into non-technical blogs for newsletters, websites and email campaigns
- ★ Measuring results and adapting strategies as appropriate
- ★ Targeted mailings
- ★ Writing new copy including updating images and case studies

Video Editing / Animation / Graphics etc

- ★ The production of an online resource - video, e-learning etc
- ★ Updating of current resources to an online platform
- ★ Film editing
- ★ Adding audio files to online presentations / resources