

Internship Program

Inspiring Your Bright Future



Our Internship Program helps you grow professionally

Develop your skills with us

We know that as a student of business, marketing, or communications, gaining meaningful hands-on experience is key to your professional development. We also know that it is hard to find! This is why at INS Trade Media Service we offer you an internship program that provides you with the skills to open doors to your future, and experiences you won't find at any other agency-

With us, you will have the ability to learn by doing, and be part of a team working with campaigns for international companies. You will have an active role; your contribution will be reflected in the success of our campaigns. We know that you're inspired to learn and develop your skills, and we give you an inside experience of life at a global trade media marketing agency.

We currently offer two internship terms:



3 Months
Project Assistant



6 Months
Assistant Project Manager

Both of these internship programs provide you with a structured environment to learn, and a varied range of project related tasks, as well as:

- ✓ A platform to work and learn with global trade media
- ✓ Assignments involving learning from real campaigns with international companies
- ✓ Real-life skills with hands-on experience that are attractive to employers
- ✓ Ability to make a difference - your performance shapes our campaign successes
- ✓ Responsibility to work independently, with positive guidance when needed
- ✓ Varied work and challenges that are always new and interesting

INS Trade Media Service Internship Program

Typical internship structure

INS' Internship Program provides you with the structure to develop your skills in a wide range of interesting topics that keep you engaged, and offer you a complete experience of PR communications project management.



Month 1

- About INS and what we do
- Clients, campaigns, and, publicity
- Learning technical terms
- Media updates
- Campaign follow-up



Month 2

- Continuation of month 1 skills
- New media search - according to SOPs
- Handling bounces - according to SOPs
- Understanding the entire campaign process

Project Assistant
Level



Months 3-4

- Continuation of months 1 and 2 skills
- Detailed understanding of media
- Understanding of reporting procedures
- Understanding Management Information Systems

Assistant Project
Manager Level



Months 5-6

- Continuation of prior tasks
- Understanding branch codes
- Handling code specific media
- Refining of media lists
- Creating reporting templates



DISCLAIMER: Your internship progression and responsibilities are subject to your personal conduct and engagement with assigned tasks. Professional conduct such as regular attendance and punctuality, are expected at all times. Working hours and details such as lunch break timing are to be agreed with your supervisor

Typical tasks & responsibilities for your role

You're a valued team member

During your internship the tasks you are assigned will help you develop skills and give you important responsibilities to the work INS performs. Though some tasks might seem manual and repetitive, each plays an important role in the entire campaign process; your work helps shape our success!

Project assistant tasks

Working with your supervisor, you will be assigned tasks to make the most of your abilities, and develop a range of new skills. You will be a vital part of the campaign process, and will see the results of your contributions, as our work generates publicity for our clients.

Database management



Our media lists rely on a fully up to date and accurate database. Working to our standard operating procedures you will assist in keeping the database in top working condition and ensure that all media lists we create contain the best media for our client, with all information necessary, including:

- ✓ Correct editors' email addresses - it is vital that our outreach is received by an editor with the ability to publicize the content
- ✓ Correct country and language categorisation - essential to find the media when using search terms based on the clients' target audiences
- ✓ Up to date circulation and readership - these figures help us calculate the amount of publicity our client receives when each media publishes their content

Market research



You will seek out new media, including magazines and blogs, that keep our database fresh and add media that may give excellent publicity to future clients. This will also develop your understanding of various forms of media, and the types of trade publications that are important to our clients and their industries.

Your supervisor will assist in tailoring this task to your knowledge and interest, and key skills with languages; you will be directly assisting us access new market regions!

Typical tasks & responsibilities for your role

As your project assistant skills develop, and you have a deeper understanding of INS's database, you will be assigned some more advanced tasks so that your input helps create perfect media lists efficiently, and further refines our contacts to increase publicity for our clients.

Media list optimization



Bounces are when the emailed campaign sent by INS is not able to be delivered to a recipient. These are bad for our work as they prevent our communications from reaching an editor that may be interested in publishing our content. Going hand in hand with your database knowledge, here you will develop a greater understanding of how mailing systems work in spreading our clients' content to our media lists.

Your handling of bounced emails will give our launched campaigns an increased open rate, and in turn, chance of greater publicity for our clients!

Campaign Follow-up with MIS



After campaign launch, you will track the received publicity in all languages, finding the publishing media and taking clippings of the published article. You will develop techniques in finding publications using search tools as part of management information systems (MIS).

This is where you see the end results of a successful campaign, as the media you have worked with gives live publicity to our communications, either online or in print!

Campaign Reporting



As you advance through your internship, you will acquire the skills and knowledge required to assist in production of reports for our clients. Compiling the statistics collected during follow-up, along with the clippings obtained, you will help create the templates that provide the basis of our reports that demonstrate the success of our clients' campaigns

Using Branch Coding



Correct coding categorisation for each media is essential in order to find all the relevant media when creating a client's media list. You will review the coding of media you update and add to ensure the correct coding is applied.

You will develop understanding of Nomenclature of Economic Activities (NACE) which is the European standard used to classify such activities. Your work here will give you deep understanding of our database, and true command of how tailored media lists are expertly created!

Internship learning outcomes & achievements

Making your internship valuable

Your internship with INS is designed to perfectly compliment your academic courses giving you a rewarding experience and preparing you for future work with a well-rounded knowledge of life at a communications agency. On completion of the internship, you will have gained competencies in the following areas, and be awarded with our Internship Program completion certification:



PR, Marketing & Communications

- Trade media as a marketing tool
- Working with international companies
- How PR campaigns are managed
- Understanding media types
- Campaign success monitoring & reporting



Database & Project

- Database hygiene
- Detailed database management
- Market and media research
- Use of NACE coding
- Email list outreach optimisation



General/IT/ICT

- Experience using Salesforce
- Multi-cultural teamwork
- Time and project management
- Strong attention to detail

About INS Trade Media Service & what we do

Experts in B2B product marketing

Companies have inspiring stories about new products, innovations, or partnerships, and wish to spread this news as part of their marketing activities. We helps these companies to precisely reach their target audience by selecting industry, product, language, or region specific trade publications most suitable for their communication content. This takes the form of press release articles, delivered by INS to a tailor-made list of editors working at these trade media.



Why trade media?

Trade publications take the form of magazines, (print and digital) journals, and papers that are aimed specifically at workers in a niche industry. Benefits of trade media publicity include:

- Companies can appeal to industry insiders with decision-making and purchasing power
- Industrial companies can reach experts in niche sectors with technically written content
- Trade media has trusted authority and credibility that is relied upon by top influencers in their purchase decisions, generating quality sales leads.

Why press releases?

Press releases are official statements companies release to media outlets to share newsworthy stories, with the following uses:

- Technical depth is required to give the content optimal impact
- Journalistic quality content is the best way to receive publicity
- Companies build trust by appearing as experts in their industry
- Press releases produce more meaningful impact than advertisements at a fraction of the cost

Inspired? Why not apply for an interview?

Your internship starts here:

If you're interested in applying for a place on our internship program, we'd love to hear from you, especially if you:

- ✓ Have very good English communication
- ✓ Are open-minded and eager to learn new skills
- ✓ Are a great team player with an enthusiastic, positive attitude
- ✓ Can adapt to new tasks energetically and work independently



Please apply by sending your CV and cover letter to adity.malhotra@ins.fi

INS Trade Media Service

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