

How internships are helping businesses and improving career opportunities

Tuesday 26 March, 2013

You may be surprised to hear that the face of interning is changing: these days, micro and small enterprises are just as likely to have interns as big businesses. Why is that? Because now, via specialist job boards like Internwise.co.uk, it's easier than ever for companies and ambitious graduates to connect, in what is an increasingly competitive job market.

Established in 2010, Internwise.co.uk is run by web entrepreneurs Rui Zamith and Nuno Dhiren. The platform connects candidates looking for internships with companies willing to employ them. And some of those companies are very big indeed. Amazon, Nike, Apple, Greenpeace, Oxfam and Yahoo are just some of the names that have used Internwise, along with businesses from the newly created Silicon Roundabout area of east London.

A big help for small businesses

According to Zamith, the ideal client for their services is a small enterprise that doesn't have an HR department or a big recruitment budget. "Smaller companies want to bring new talent into their businesses to help them grow. But in these difficult economic times they're also looking for low cost and low risk options. Interns are an ideal solution."

"What makes us different is that we are 100% focused on actual employers, taking expensive recruitment agencies out of the equation".

Getting a head start in the workplace

With an extra 50,000 graduates leaving university this year compared to just five years ago, and with research from High Fliers Research indicating that 93% of graduates are 'not very likely' to get a job with no experience, working for a short time as an intern is an opportunity to get ahead of the game.

But it's not just about bolstering the CV. For candidates it's also a chance to discover career interests, build connections and find mentors. And it couldn't be easier to apply for an internship with Internwise. Candidates simply join as a member, set up a profile and upload a CV. Once they're done, they can then search through thousands of live vacancies and submit an application with a relevant cover letter. The service is free of charge and candidates can apply for as many jobs as they want to.

"It's a great deal for businesses too," says Dhiren. "They start to receive job applications from the moment the job is posted; they get to connect directly with the candidates; and it's a free service." There are also premium plans available to those companies wanting to attract even more candidates. This service includes the use of email marketing, social media and listings on other job boards.

The future for Internwise

What does the future hold for Internwise? "The interest in interning is on the rise," says Zamith. "Our numbers are growing consistently, with more candidates, companies and messages exchanged every month. We are becoming an authority within the internship niche, and with that comes also the responsibility to guide our candidates, and to ensure that companies comply with the UK employment regulation."

Are you an employer or a graduate? Find out more about internships at www.internwise.co.uk or email rzamith@internwise.co.uk

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