

Internship

I would like to hear from MD's, CEO's of PR companies who have interns doing training in their companies, what is the main reason for hiring interns in the first place?

Do you as an employer realise the importance of an intern (are they important or are they there to help you with the boring admin?). What and how long does it take for an intern to become a permanent employee? I've been an Intern in a PR agency for almost a year now and I've complained about not being given enough work to do and was moved from one account manager to another, I try to help anyone who needs my help but I still find myself with nothing to do for two days or so. This frustrates me cause I hate doing nothing and no one really has time to teach me the ropes other than giving me tasks to complete, but at the end of the day I want to learn how to manage an account and not just do admin, admin and more admin (which I'm good at). I also do research on the clients that I help with to learn more about them and to try and come up with ideas to generate stories, but I also want to be taken to meetings to know and understand what they want. I would also like to hear from interns who made it as permanent employees or manage their own accounts (hard work, I know, but how do you work hard if you have nothing to work on?)

All comments will be appreciated.

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