



ING MEDIA GRADUATE TRAINING PROGRAMME

1. INTRODUCTION

The ING Media Graduate Training Programme offers graduates the opportunity to fast track their career in PR and communications. By the end of the 12-month programme you will have gained experience working at the level of Account Executive across each of our four core business areas: Architecture, Design, Property and Regeneration, and will be considered for a permanent position at ING.

Our training programme is offered on a 12-month fixed-term contract at a salary of £17,000 pro rata. We accept applications throughout the year and appoint graduates on a rolling basis.

2. ABOUT ING

ING is a PR and communications agency specialising in the built environment. Our clients work in property, architecture, regeneration, design, culture and consultancy and are dedicated to creating better buildings, places, products and assets.

Established in 1999, ING is a leader in its sector, bringing rich and diverse talent to meet the constantly evolving needs of its UK and international clients.

The ING team is dynamic, intelligent and inquisitive and is drawn from a variety of academic and professional backgrounds including journalism, interior design, architecture, product design, business development, cultural management and consumer PR to name a few. We currently count 11 nationalities among our ranks and the team includes native speakers of Dutch, Greek, German, Finnish, Italian, Polish and Turkish, and fluent speakers of Arabic, French, Portuguese and Spanish.

ING's office is located in the heart of Shoreditch, East London.

3. WHO WE ARE LOOKING FOR

We are looking for high calibre graduates with a passion for architecture, design, property and regeneration, and a keen and demonstrable interest in PR and communications. You might be a graduate fresh from your degree, or you might be looking to build on experience already gained in a relevant sphere.

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You should be curious by nature with an appetite for learning and the ability to assimilate and synthesize information from a variety of sources. You will enjoy collaborating and working as part of a team but you will also be a self-starter, happy to develop your own ideas and undertake solo tasks. Above all you should be a strong communicator, able to express yourself both thoughtfully and with confidence, whether in writing or in person.

Your application will set you apart as a candidate with potential to contribute to ING's success through passion, creativity and of course, hard work.

4. PROGRAMME OUTLINE

The ING Graduate Training Programme is a hands-on introduction to the working in a busy and successful PR agency. From day one you will be taking an active role in client accounts, supporting account teams and gradually taking on greater responsibilities as you progress and gain experience over the 12-month programme.

Over the course of the programme you will work as part of an account team in each of our four core business areas: Architecture, Design, Property and Regeneration.

By the end of the 12-month programme you will have:

- Gained an overview of the architecture, design and property PR industry and the day-to-day activity carried out in an agency setting
- Developed an insight into the different dimensions of working in PR and communications, the more immediate tactical matters and the long-term strategic initiatives
- Become adept at writing press releases and pitching news stories, comment pieces and feature ideas to journalists
- Attended journalist briefings and built your own network of media contacts
- Helped to develop creative strategies to meet clients' long term and short term goals
- Acquired confidence in a client-facing role
- Contributed to new business proposals and strategic reviews, gaining an insight into how clients are sought and retained
- Shaped the concept for a client event and assisted in its delivery
- Become familiar with PR resources, including media monitoring tools, forward feature calendars and media lists
- Deepened your knowledge of architecture, design, property and regeneration by keeping abreast of industry news, through research and attending client and industry events

During the programme you will receive guidance and direction from your line manager and training from senior members of the ING team. You will also be assigned a mentor to support your professional development.



At the end of the programme you will be considered for a permanent contract at ING, dependent on your performance and staffing requirements.

5. HOW TO APPLY

To apply for the ING Graduate Training Programme please send a CV, any supporting materials you feel are relevant, with covering letter to:

Joanna Heksel, Office Manager
E: Joanna@ing-media.com
T: + 44(0)20 7247 8334

