



Sep 05, 2022 12:28 BST

Northumbria graduates support growth of local business

Newcastle based marketing agency expands their portfolio of clients with the help of Northumbria graduates.

Established in 2005, O Communications is an evolving creative agency, covering design, and digital and strategic marketing.

The Northumbria Enterprise and Business Support 2 ([NEBS2](#)) scheme from Northumbria University, offers financial assistance and expert advice to SMEs

thanks to funding from the European Regional Development Fund (ERDF). Through this scheme, O Communications employed Sam, International Sports Management graduate at Northumbria University as an intern.

“Stepping into this role was a natural progression for me. I had always been interested in PR and had done a lot of research into sporting influencers as part of my university dissertation,” Sam said.

“Working for the Consumer PR team, presented me with the opportunity to explore this further, and so much beyond that. I gained experience in various areas including, influencer marketing, media outreach, content creation and event planning. Having not worked in the industry before, I was really motivated to get stuck in and eager to do a good job. As a result, I was offered a permanent position at the agency.”

“I’m grateful for the skills and experience my internship has given me and would recommend all graduates looking to gain valuable insight into the industry they’re hoping to step into, to consider a similar role.”

Lauren Regan, Associate Director of O Communications said: “As an agency we believe in doing what we can to drive careers forward, which drew us to NEBS2. We have employed a few graduate interns through the scheme and each one has brought real value to the company. Having Sam on board, brings a new set of ideas and creates the space for us to win new clients.

“NEBS2 has given us that extra bit of support, which we needed in order to continue growing at such a fast pace. Northumbria has always produced us with high quality graduates, who are brilliant additions to the team and Sam has been exceptional. So much so that we are delighted to have offered him a permanent position on the team.”

Available to businesses in Tyne and Wear and Northumberland, NEBS2 will run until June 23 to provide a package of services to enhance the competitiveness and growth of SMEs, and to support the creation of new graduate enterprises. Businesses who are looking at ways to recruit highly skilled interns, are encouraged to [apply via our website](#).

reputation for academic excellence. Find out more about us at www.northumbria.ac.uk --- Please contact our Media and Communications team at media.communications@northumbria.ac.uk with any media enquiries or interview requests ---

Contacts



Rik Kendall

Press Contact

PR and Media Manager

Business and Law / Arts, Design & Social Sciences

rik.kendall@northumbria.ac.uk

07923 382339



Andrea Slowey

Press Contact

PR and Media Manager

Engineering and Environment / Health and Life Sciences

andrea.slowey@northumbria.ac.uk

07708 509436



Rachael Barwick

Press Contact

PR and Media Manager

rachael.barwick@northumbria.ac.uk

07377422415



James Fox

Press Contact

Student Communications Manager

james2.fox@northumbria.ac.uk



Kelly Elliott

Press Contact

PR and Media Officer

kelly2.elliott@northumbria.ac.uk



Gemma Brown

Press Contact

PR and Media Officer

gemma6.brown@northumbria.ac.uk