

PRCA Africa

AGENCY INTERNSHIP PROGRAMME REPORT

Insights from Member Agencies

Public Relations & Communications Association

PRCA
Africa

EXECUTIVE SUMMARY

This report presents the findings from the PRCA Africa Member Agency Internship Programme Survey, which gathered insights from member agencies on the structure, challenges, and benefits of their internship programmes. The data reveals that 95.45% of agencies offer internships, with most focusing on public relations as the core area of experience. Internship durations vary, with 70% of programmes lasting one year, and 95% of internships being full-time commitments.

A strong majority of agencies (72%) provide structured training programmes, including mentorship, workshops, and project assignments, ensuring interns receive comprehensive professional development. Performance is typically assessed through quarterly check-ins and KPI evaluations, with 82% of agencies offering opportunities for interns to transition into permanent roles.

Key challenges identified include intern retention, the time investment required for training, and ensuring that interns align with the agency's culture. However, agencies also highlighted the significant benefits of running internship programmes, including talent acquisition, the infusion of fresh ideas, and the development of future PR professionals.

It's important to note that PRCA Africa strongly advocates for agencies to pay their interns. The association is firmly against the practice of labelling interns as volunteers to sidestep this responsibility. While unpaid internships may seem like a short-term financial gain for agencies, they devalue the PR industry's expertise and reputation in the long run. It is unjust to expect young professionals to work for free, and agencies should be prepared to compensate interns fairly for their contributions.

These concerns are echoed in the South African context, where many survey respondents were based. Interns are typically sourced from the Public Relations & Communications department within the Informatics and Design Faculty, where students pursue a three-year National Diploma. Second-year students are required to complete a three-month unpaid in-service placement, while third-year students aim for a 12-month internship in an agency, working Monday to Thursday, with lectures on Fridays. Recruitment for these internships begins in October or November, with placements starting in January.

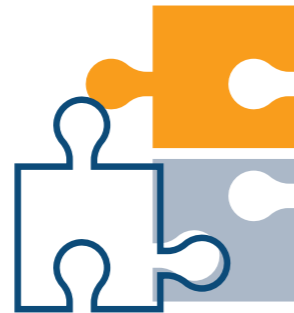
For example, in 2023 at Cape Peninsula University of Technology (CPUT) in Cape Town, only 20 out of 80 PR students secured placements in agencies, leaving 60 to complete research projects due to the lack of available internships. This competitive landscape underlines the importance of accessible, structured internship programmes that offer fair compensation and professional growth opportunities.

Overall, the report demonstrates that internships are a vital component of talent development in the PR industry. With a continued focus on mentorship, structured training, fair pay, and retention strategies, agencies can ensure that their internship programmes remain beneficial to both interns and the industry at large.

01 Agency Participation in Internship Programmes

One of the key questions asked in the PRCA Africa Member Agency Internship Programme Survey was whether agencies currently offer an internship programme. The results show that a substantial majority of the agencies (95%) have an active internship programme in place, while a very small percentage (5%) do not offer such a programme. This overwhelmingly positive response highlights the importance placed on internships within PRCA Africa member agencies. Internships are evidently viewed as a valuable mechanism for talent acquisition and development, with most agencies recognising their role in nurturing future PR professionals.

The high percentage of agencies offering internships suggests a strong commitment to fostering new talent and providing real-world industry experience. It also reflects an industry culture that values professional training and development as part of the overall strategy for growth.



95%

of the agencies have an active internship programme in place



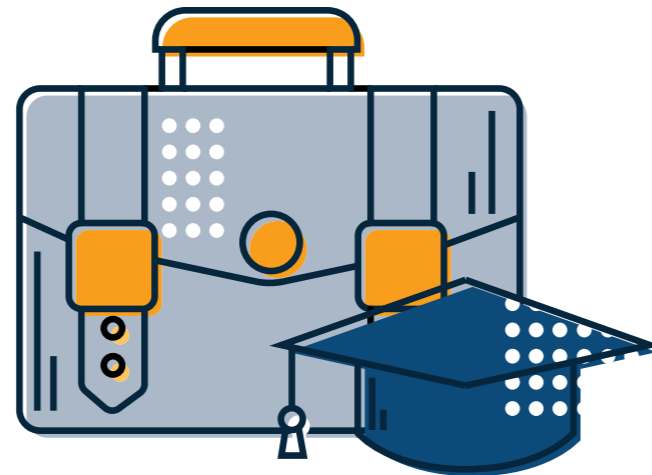
5%

do not offer such a programme

02 Types of Internships Offered

Agencies that stated they offer internships were asked to specify the types of internships available. The results reveal that 100% of agencies offering internships provide opportunities specifically within the field of public relations (PR). No agencies reported offering internships in other areas such as social media, government relations or content development.

The exclusive focus on PR internships indicates that agencies see PR as the core discipline in which interns can gain the most valuable experience. This finding is not surprising, given that PR remains the central function of most member agencies. However, it does raise questions about the lack of diversity in internship offerings, particularly in other emerging and complementary areas like social media management and content development, which are becoming increasingly integral to the broader communications industry.



03 Duration of Internship Programmes

Data shows that most agencies (70%) offer internship programmes that last for a year. This is followed by shorter durations, with 15% of agencies offering internships lasting 3 months and another 15% offering 6-month internships. The prevalence of year-long internships suggests a preference for more extended, immersive programmes that allow interns to gain deeper industry insights and build more substantial skills. Agencies might feel that longer internships provide more value, both for the intern and for the agency, by enabling interns to contribute meaningfully to projects over an extended period.

While longer internships are beneficial in terms of thorough training and professional development, shorter internships (3 to 6 months) may appeal to students or recent graduates who are looking for a quicker entry point into the industry. The presence of both longer and shorter programmes highlights a flexible approach, allowing agencies to cater to different intern profiles and objectives.



04 Internship Commitment: Full-Time vs Part-Time

The vast majority of agencies (95%) offer full-time internships, with only a small fraction (5%) providing part-time opportunities. This suggests that most agencies expect interns to commit fully to their role, viewing internships as an immersive experience requiring significant time and focus. The preference for full-time internships aligns with the earlier finding that many agencies offer year-long programmes. Full-time positions are likely designed to ensure that interns gain in-depth exposure to agency operations, client work, and the fast-paced nature of the PR industry.

While full-time internships provide a more robust experience, part-time opportunities could appeal to individuals with other commitments, such as students or those pursuing multiple career pathways. Agencies offering part-time roles may benefit from accessing a wider pool of talent, though the low percentage suggests this is not a common practice in the industry at present.



95%

Offer full-time internships



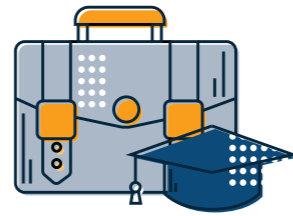
5%

Providing part-time opportunities

05 Average Number of Interns per Intake Period

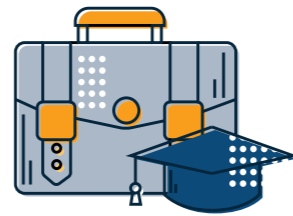
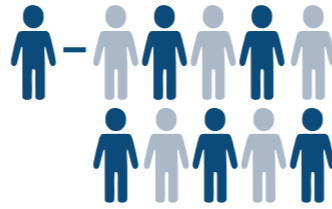
The overwhelming majority of agencies (95%) typically take on between 1 and 10 interns per intake period, with only a small percentage (5%) accommodating a larger group of 11-15 interns. This suggests that most agencies favour smaller cohorts, likely to ensure that interns receive more personalised attention and guidance from their supervisors.

The data indicates a preference for smaller intern groups, allowing agencies to maintain a manageable intern-to-supervisor ratio. This approach supports more hands-on learning, ensuring that each intern can be fully integrated into the agency's workflow. The small percentage of agencies that take on 11-15 interns may reflect larger or more resource-rich organisations that are capable of managing bigger groups without compromising on the quality of the internship experience.



95%

Take on between 1 and 10 interns per intake period



5%

Accommodating a larger group of 11-15 interns



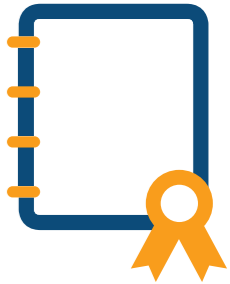
06 Internship Application Process

The internship application process varies across PRCA Africa member agencies, showcasing a range of approaches to identifying and selecting talent. While some agencies adopt more formalised methods, others integrate partnerships with educational institutions and innovative assessments into their recruitment strategies. Key insights from the responses include:

- **Online Form Submission:** A significant number of agencies utilise online application forms, either through their website or social media channels. This is a standard method that allows agencies to reach a broader audience. Some agencies noted that they receive hundreds of applications this way, demonstrating the high level of interest in their internship programmes.
- **Portfolio Submissions:** Several agencies require candidates to submit portfolios as part of the application process. This is particularly relevant in fields like PR and communications, where demonstrating past work can be an essential factor in candidate selection. Some agencies also ask candidates to present their portfolios during the recruitment process, allowing for more interactive and skill-based evaluations.
- **Partner Universities:** A number of agencies have established relationships with universities or tertiary education institutions, where they source interns through specific partnership programmes. These agencies often attend career fairs, give talks, and liaise with faculty to attract suitable candidates. University partnerships seem to provide a more structured intake process, ensuring that candidates are pre-screened and aligned with industry requirements.
- **Interviews and Workshops:** For many agencies, the application process includes interviews, either online or in-person, as a way to further assess suitability. Some agencies go beyond traditional interviews, organising full-day workshops to evaluate candidates' skills, team fit, and overall readiness for the internship.



Online Form Submission



Portfolio Submissions



Partner Universities



Interviews & Workshops

07 Eligibility Requirements for Internship Applicants

Agencies were asked whether they have specific eligibility requirements for internship applicants, and the responses provide insight into the qualifications and skills that agencies prioritise when selecting interns. Here are the key findings:

- **Relevant Academic Qualifications:** Many agencies require applicants to hold a degree or diploma in a relevant field, such as PR, communications, or marketing. Some agencies are particularly selective, preferring graduates from recognised institutions or those who have achieved strong academic performance. For instance, one agency specifies that candidates must be top students with references from educational staff, indicating a rigorous selection process.
- **Graduate or Final-Year Students:** Several agencies prefer candidates who have either completed their tertiary education or are in their final year of study. This approach ensures that interns are equipped with foundational knowledge and are close to transitioning into the professional world.
- **Relevant Experience:** Although not universally required, some agencies appreciate previous experience in the industry or a related field. Portfolios, reels, and reports of work done are also highly valued, offering a concrete demonstration of the applicant's capabilities and achievements.



Relevant Academic Qualifications



Graduate or Final-Year Students



Relevant Experience

08 Screening and Selection Process for Internship Candidates

Agencies employ a variety of methods to screen and select candidates for their internship programmes. Below are the main approaches observed:

- **Basic Interview Process:** Some agencies implement a straightforward interview process, where candidates are evaluated based on their responses during an initial interview. This is a standard method to assess candidates' basic communication skills, motivation, and fit for the role.
- **Multi-Step Screening:** A few agencies adopt a more layered approach, with initial CV screenings followed by virtual or in-person interviews. One agency, for example, conducts virtual screenings of the top 10 candidates, narrowing the field to 5 for in-person interviews. Another agency uses a criteria sheet to screen CVs, passing the top candidates to senior management for final selection.
- **Skill-Based Tests:** Several agencies incorporate practical tests to assess candidates' writing abilities or other job-related skills. These tests are often combined with portfolio submissions and task-based questions, giving agencies a clear view of the candidate's capability and potential. For example, one agency asks candidates to complete a writing test and respond to specific PR-related task questions as part of the selection process.
- **Focus on Attitude:** Interestingly, one agency emphasised "attitude" as a key factor in selecting interns, highlighting the importance of a candidate's mindset and approach in addition to their skills or qualifications. This suggests that agencies value personal qualities like motivation, enthusiasm, and cultural fit alongside technical abilities.



Basic Interview Process



Skill-Based Tests



Multi-Step Screening

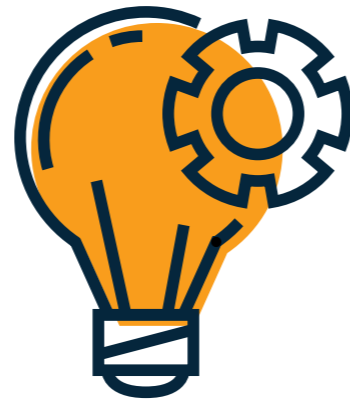


Focus on Attitude

09 Structured Training Programmes for Interns

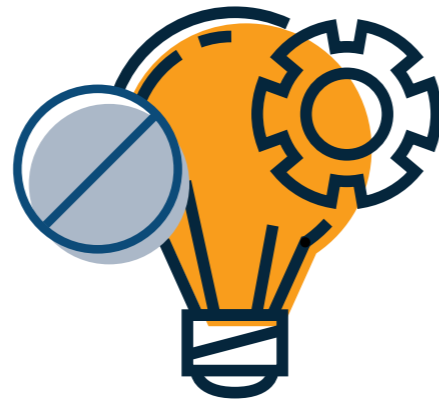
Agencies were asked whether they provide a structured training programme for interns as part of their internship offering. The data reveals that the majority of agencies (72%) offer a structured training programme for their interns. This suggests that most agencies recognise the importance of providing a formalised learning path to help interns develop the skills needed for the PR industry.

A structured programme is likely to include a combination of hands-on work, mentorship, and possibly formal sessions aimed at enhancing industry-specific skills such as writing, client management, and media relations. The 28% of agencies that do not provide structured training may rely on a more ad-hoc approach, allowing interns to learn on the job without a predefined curriculum. While this can also be effective in fast-paced environments, it might limit the overall learning experience and consistency of training across different interns.



72%

Offer a structured training programme for their interns



28%

Do not provide structured training

10 Core Components of Internship Training Programmes

For agencies that provide a structured training programme, various elements have been incorporated to ensure that interns receive comprehensive professional development. The core components reported by agencies include:

- **Mentorship and Buddy Systems:** a common feature across many agencies is the provision of mentorship. Interns are typically assigned a senior team member, such as a manager, Account Manager (AM), or Account Director (AD), who acts as their mentor throughout the programme. In addition, some agencies assign interns a “buddy,” a peer who serves as a point of contact for both work-related and non-work-related queries. This dual support system ensures that interns receive both formal guidance and peer-to-peer support during their internship.
- **Workshops and Formal Training:** several agencies offer structured workshops and training programmes as part of their internship. These workshops may focus on key industry skills such as media relations, client management, or digital marketing. For instance, one agency integrates a year-long course with Red & Yellow into its programme, supplemented by formal and informal training opportunities. Regular check-ins and performance assessments ensure that interns are progressing and adapting to the role.
- **On-the-Job Training and Project Assignments:** interns are often involved in project assignments that provide hands-on experience. This allows interns to apply theoretical knowledge to real-world scenarios. Some agencies expect interns to engage with clients and take on responsibilities similar to those of a junior team member, such as an Account Executive (AE). One agency, for example, transitions interns into client-facing roles once they have demonstrated confidence and interest, offering them the opportunity to contribute to significant tasks beyond routine administrative duties.
- **Performance Management and Check-ins:** performance management plays a key role in the training process, with agencies conducting regular check-ins and quarterly KPI assessments. These sessions help interns track their progress and receive feedback from their line managers. The performance reviews ensure that interns are developing the necessary skills to meet professional standards and complete tasks such as compiling portfolios or delivering client work.
- **Customised Learning Initiatives:** a few agencies provide unique, in-house learning initiatives like the Starting Blocks programme, which consists of modules and tasks that interns must complete to “graduate” from the initiative. This offers a more formal educational structure within the agency, helping interns develop a broad skill set that goes beyond day-to-day tasks.



Mentorship & Buddy Systems



Workshops & Formal Training



On-the-Job Training & Project Assignments



Performance Management & Check-ins



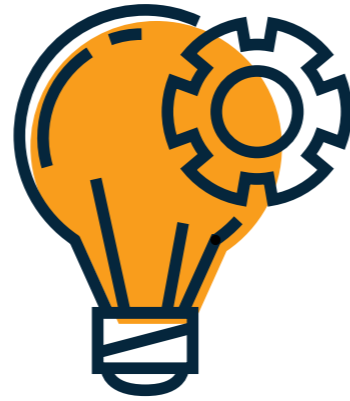
Customised Learning Initiatives

11 Primary Learning Objectives for Interns

Agencies were asked to identify the primary learning objectives for their interns. The responses reveal that the focus is largely on providing hands-on experience and industry-specific knowledge.

The majority of agencies (82%) prioritise gaining practical experience as the main learning objective for interns. This aligns with the industry's hands-on nature, where practical exposure to real-world PR tasks—such as media relations, client management, and content creation—is critical for skill development. Interns are expected to immerse themselves in day-to-day activities, allowing them to apply theoretical knowledge from their studies to professional scenarios. A smaller but notable percentage (12%) of agencies focus on developing communication skills.

This suggests that while technical PR tasks are important, agencies also recognise the need for interns to refine their verbal and written communication, which are essential for success in client-facing and media relations roles. Finally, acquiring knowledge of the PR industry within the African context was mentioned by 6% of agencies. This demonstrates that some agencies aim to contextualise the interns' experience, helping them understand the nuances and challenges specific to working in PR within the African market.



82%

Prioritise gaining practical experience as the main learning objective for interns



12%

Focus on developing communication skills

12 Performance Assessment of Interns

Agencies were asked how they assess the performance of their interns throughout the internship programme. Responses indicate a range of methods that combine formal evaluation processes with ongoing feedback and mentorship. Key approaches include:

- Quarterly Reviews and Check-ins:** Many agencies conduct quarterly performance reviews, mirroring the processes used for full-time employees. These reviews involve setting Key Performance Indicators (KPIs) at the beginning of the internship, against which interns are measured throughout their tenure. Feedback is provided by HR professionals, managers, and mentors during these reviews, ensuring that interns are aware of their progress and areas for improvement.
- Mentorship and Project-Based Evaluation:** Some agencies emphasise mentorship and the completion of project assignments as a key component of intern performance assessment. Interns are assessed on their ability to deliver on assigned tasks and complete projects, with their proactivity and willingness to learn being crucial factors in the evaluation. Mentors play an active role in providing regular guidance and assessing interns' work.
- Daily and On-the-Job Feedback:** Several agencies conduct daily check-ins and provide on-the-job feedback to ensure interns remain on track with their tasks. This approach fosters an ongoing dialogue between interns and supervisors, creating a dynamic environment where performance is constantly reviewed and adjusted. This method helps interns stay engaged and motivated throughout the programme.
- University and Graduation Requirements:** In cases where interns are still students, their performance is also measured against their university requirements. Some agencies have internal graduation requirements or final assessments, such as working on a client project directly with senior management. This ensures that interns meet both academic and professional standards before completing the internship.



Quarterly Reviews & Check-ins



Mentorship & Project-Based Evaluation



Daily & On-the-Job Feedback



University & Graduation Requirements

13 Opportunities for Transition to Permanent Positions

Agencies were asked if they offer interns the opportunity to transition into permanent positions upon completion of the internship programme. A large majority of agencies (82%) offer interns the chance to move into permanent roles after successfully completing their internship.

This indicates that internships are seen not only as a learning experience but also as a recruitment pipeline for agencies. By providing permanent opportunities, agencies can retain top talent that has already been trained in their processes and culture, reducing the need for further onboarding and training. The 18% of agencies that do not offer permanent positions may have different reasons for this, such as limited capacity or a preference for keeping internships as temporary learning experiences without committing to long-term employment. These agencies might also be focusing on providing interns with a broader industry exposure, enabling them to explore opportunities beyond the agency.

The high percentage of agencies offering permanent roles highlights the value of internships as a career-launching opportunity within the PR and communications industry. Interns who excel during their placements can secure a full-time position, making internships a critical step in professional development. Agencies benefit from this arrangement by securing pre-trained talent, leading to a more seamless transition into permanent roles.



82%
Offer interns the chance to move into permanent roles after successfully completing their internship

18%
Do not offer permanent positions

14 Mechanisms for Transitioning Interns to Full-Time Roles

For agencies that offer interns the opportunity to transition into permanent roles, various mechanisms are in place to facilitate this process. The responses indicate that performance, role availability, and organisational fit are key factors in determining whether an intern is offered a full-time position. Here are the primary approaches:

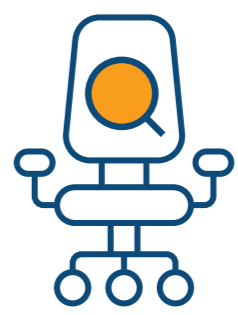
- **Performance and KPIs:** the most common mechanism across agencies is performance-based. Interns are assessed based on their ability to meet or exceed Key Performance Indicators (KPIs) and Objectives and Key Results (OKRs) during their internship. If interns have demonstrated strong performance and have successfully fulfilled their responsibilities, they are typically offered a full-time role. Some agencies also conduct quarterly reviews and performance evaluations to track intern progress, which plays a major role in deciding whether to extend a permanent offer.
- **Re-Interviews and Skills Demonstration:** some agencies require interns to undergo a re-interview process before being offered a permanent position. During these interviews, interns are expected to provide evidence of their growth, including demonstrating the skills they have honed throughout the internship and their contributions to the team. This process ensures that only the most capable and well-prepared interns transition into full-time roles, and also accounts for whether there are open positions at the time.
- **Availability of Positions:** a number of agencies mentioned that hiring interns into full-time positions is contingent upon the availability of roles within the organisation. If a suitable position, such as an Account Executive or Account Coordinator, becomes available and the intern has demonstrated their fit with the team and clients, they are often hired. In some cases, agencies evaluate whether there are client vacancies that can accommodate the intern within the existing service teams.
- **Structured Transition Process:** some agencies have a structured process for transitioning interns, which includes drafting a new contract and offering benefits such as bonuses and expanded responsibilities. For example, interns who perform well during a 12-month internship may be given a permanent contract, undergo quarterly performance reviews, and receive expanded roles within the agency. In other cases, the transition is outlined from the start of the internship, ensuring interns understand that full-time employment is an achievable outcome upon successful completion.



Performance & KPIs



Re-Interviews & Skills Demonstration



Availability of Positions



Structured Transition Process

15 Challenges in Running Internship Programmes

Agencies shared the most significant challenges they face when running internship programmes, shedding light on common difficulties that can impact the effectiveness of these initiatives. Key challenges include:

- **Retention and Commitment:** one of the primary challenges is intern retention. Agencies reported that interns may drop out of the programme before completion, leading to disruptions in the recruitment, onboarding, and training process. Additionally, interns sometimes pursue other opportunities or realise that their career aspirations lie outside the department they are working in, resulting in early exits. Some agencies also highlighted a disconnect between interns' expectations and the reality of the programme. Interns may perceive themselves as too junior to fully engage with the programme's objectives, which can result in a lack of proactivity and commitment.
- **Economic Pressures and Absorption:** a significant challenge for some agencies is the ability to absorb interns into full-time roles. In the current economic climate, businesses face pressure due to slow growth, making it difficult to offer permanent positions to all interns, even those who perform well. This creates tension between providing internships for learning and maintaining the resources needed for long-term employment.
- **Recruitment and Cultural Fit:** The recruitment process itself is another area of difficulty. Agencies receive hundreds of applications, and vetting candidates to find the right talent takes considerable time and effort. Moreover, selecting interns who fit with the company's culture and ethics can be challenging, as it requires a balance between technical ability and personal alignment with the agency's values.
- **Time and Resource Investment:** many agencies reported that one of the most significant challenges is the time investment required to mentor and train interns. Given that academia and the PR industry can be misaligned in terms of practical skills, a considerable amount of time is spent teaching interns how the industry operates. This can place a burden on existing staff, who must dedicate time to training, mentoring, and providing continuous feedback, which detracts from their own workload.
- **Intern Expectations:** some agencies noted that interns often come into the programme with unrealistic expectations about the work environment or the level of responsibility they will be given. Managing these expectations and ensuring that interns understand the demands of the industry is a common challenge. Additionally, skills such as time management, attention to detail, and teamwork are areas where interns may struggle, requiring further development and support from the agency.



Retention & Commitment



Economic Pressures & Absorption



Recruitment & Cultural Fit



Time & Resource Investment



Intern Expectations

16 Benefits of Offering an Internship Programme

Agencies shared the most notable benefits they have gained from running internship programmes. The responses indicate that internships provide substantial value to agencies beyond just temporary assistance, helping to build a dynamic and future-ready workforce. Key benefits include:

- **Talent Acquisition and Retention:** one of the most frequently mentioned benefits is the ability to retain top talent. Internships serve as a natural pipeline for recruiting junior staff. Interns who transition into full-time roles are often more committed to the agency, having already been trained and acclimated to the company culture. Many agencies report that interns who become permanent staff tend to stay longer than external hires, providing the agency with a stable and loyal workforce.
- **Fresh Ideas and Perspectives:** another notable benefit is the influx of new talent and fresh thinking that interns bring. Interns, often from Generation Z, introduce young, energetic, and innovative ideas that can challenge the status quo and bring fresh perspectives to ongoing projects. This input helps agencies stay relevant and adapt to changing trends, particularly in digital and social media spaces, where younger generations often have deeper insights.
- **Workforce Growth and Succession Planning:** internship programmes help agencies maintain a steady supply of prepped and trained staff at the junior level. This not only smooths the transition from intern to full-time employee but also supports workforce growth. Some agencies have reported that former interns have risen through the ranks, becoming senior team members over the years, showcasing the value of nurturing talent from within.
- **Mentorship and Positive Impact:** for many agencies, internships are an opportunity to provide a positive impact on the industry and mentor young people. Agencies take pride in knowing that they are helping to develop the next generation of PR professionals and assisting young people in entering the job market. This creates a sense of social responsibility and contributes to the agency's 'BBBEE' (Broad-Based Black Economic Empowerment) verification processes, where relevant.
- **Organisational Culture and Development:** running internship programmes has become embedded in the DNA of many agencies, serving as a natural and continuous way to bring in dynamic, enthusiastic, and talented individuals. Internships also offer extra hands on projects, helping to ease workloads and introduce new perspectives and challenging questions that foster growth and creativity within teams.



17 Additional Feedback on Internship Programmes

Agencies were invited to share any additional information or insights regarding their internship programmes. The responses highlight areas for improvement and considerations that could enhance the value of internships for both interns and agencies.

- Support for Mentors and Leadership Involvement:** one agency noted the need for more support for mentors, who play a crucial role in guiding interns throughout their programme. Mentors would benefit from additional resources or recognition, given their responsibility in shaping the intern's experience. Additionally, it was suggested that leadership should be more involved in onboarding interns, taking them through the agency's culture, ways of working, and practical aspects such as business hours and expectations. This could help interns better understand the agency environment and align more quickly.
- Assessing Intern Capabilities Before Joining:** one suggestion was to introduce pre-joining assessments for interns, such as skills tests, to evaluate their capabilities before they begin the programme. This would help agencies ensure that incoming interns are adequately prepared and have the basic skills necessary to succeed in their roles.
- Paid Internships and Job Shadowing:** several agencies emphasised the importance of paying interns, highlighting that they provide valuable services to the agency, its clients, and the broader industry. Offering remuneration not only recognises the contributions interns make but also helps to attract top talent. Some agencies offer job shadowing programmes instead of full-time internships, and these positions are also remunerated, further illustrating the value of paid opportunities.
- Aligning Academia and Industry:** a recurring theme was the need for better communication and alignment between academia and the PR industry. Agencies feel that universities should focus more on preparing students for the realities of the workplace, with an emphasis on skills such as CV writing, interview techniques, and professional etiquette. Additionally, there is a call for standardisation of PR course content and terminology to ensure that students enter the workforce with a consistent and relevant knowledge base.



Support for Mentors & Leadership Involvement



Assessing Intern Capabilities Before Joining



Paid Internships & Job Shadowing



Aligning Academia & Industry

CONCLUSION

The findings from the PRCA Africa Member Agency Internship Programme Survey highlight the pivotal role that internships play in shaping the future of the PR and communications industry. Most agencies offer well-structured, hands-on internships that provide not only valuable experience for interns but also a crucial talent pipeline for agencies. With a focus on practical skills, mentorship, and opportunities to transition into permanent roles, internships remain a vital element in talent development across PRCA Africa's member agencies.

While agencies face challenges such as intern retention, the time investment required for training, and bridging the gap between academic preparation and industry needs, there is a growing recognition that fair compensation is key to enhancing the intern experience. Paying interns, rather than relying on unpaid placements, is crucial for creating a more inclusive and equitable entry point into the profession. Fair pay ensures that interns are valued for their contributions, while also fostering a more professional and committed workforce.

By continuing to refine these programmes—ensuring a focus on leadership involvement, mentorship, and proper remuneration—agencies can cultivate a more effective and sustainable approach to building the next generation of PR professionals. Strengthening collaboration between academic institutions and the industry will also help align internship opportunities with the evolving demands of the field.

Overall, the survey confirms that internships provide substantial benefits for both interns and agencies. By addressing key areas for improvement, including fair pay for interns, these programmes can continue to be an essential part of the professional development journey within the PR industry.

PRCA Africa Membership and Industry Promotion Network

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