*Internship Report*

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Mass Communication Internship program 2022

Pan- Atlantic University

PecanTrust Microfinance Bank

August 20th to October 21st 2022

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**Acknowledgement**

First, I would like to thank Miss Dorothy Akpati, Human Resource Manager for giving me the opportunity to intern at Pecantrust Microfinance Bank.

I would also like to thank my line manager during my work at credit department, MR Adekunle Karounwi for his mentorship and supervision during my work experience at the bank.

I would like to thank my Line Manager during my work at the IT department, MR Ayodele for his constructive criticism and support through out my stay at the bank.

It is indeed with great sense of pleasure and immense sense of gratitude that I acknowledge these individuals.

I would like to thank, MR Ayodele Oluwatosin, Head of Sales for his patience, guidance and openness he created in the work place.

I would like to appreciate my school supervisor for guidance and support during the internship.

I am extremely grateful to my department staff members and friends who helped me in successful completion of this internship.

**Company Information:**

PecanTrust Microfinance Bank limited is a financial institution licensed by the Central Bank of Nigeria in 2016 that offers a wide range of financial services to a diversified client base that includes low-end entrepreneurs, the under banked, high-net worth individuals, among others. The Bank is focused on supporting entrepreneurial development and empowerment of the economically disadvantaged micro, small and medium scale enterprises.

At Pecantrust Microfinance Bank, the core values are growing together. This is pursued by supporting early stage, small and medium-sized enterprises and low-income families.

Through the bank’s relationships with strategic partners, the Bank disburses credits, builds capacity and provides advisory services to start-ups on viable business opportunities. The bank also provides portfolios management services for investors to guarantee wealth creation.

Pecantrust Microfinance Bank’s headquarters is located in Lekki, Lagos, Nigeria. Possible competitors of the bank are Rich-Oak, Citadel Investment Services, and Rang-ay Bank.

**Learning Objectives/ Internship Objectives**

* To gain experience in the Advertising and Public Relations Field
* To receive real world experience and develop Advertising skills
* To emphasize the skills, I already possess in the area and gain experience and interest in other fields
* To learn more from research that will allow me to gain first hand experience working.
* To build a good resume and develop skills that can be emphasized for future jobs.

**Internship Description**

This report is a short description of my three-month internship carried out as a compulsory component of 300level. This report contains

August 1st, I started working PecanTrust Microfinance Bank. The internship started with job rotation to understand the role of each department and their role in the bank. I started at the operations department, where I learned about filing and documents needed for running customer accounts. I also worked in the credit department where I learned about loans, deposits and the documents required to open accounts for customers. Majority of my internship was spent in the IT and strategy department.

Interning in the IT and Strategy department, I was responsible for contributing to the improvement of the company website. In the IT department, I was offered an immersion into a the digital culture of the bank and worked closely with the staff in charge of the IT department. I also worked with the strategist to learn about digital communication and increasing our social media presence and gaining visibility for the brand among clients.

An Overview of the Duties Involved in the Internship:

1. Created Social Media Calendar for 6 months for the banks social media including Linked In.
2. Weekly Review of the Website Updates and discussed new features.
3. Comparison of the Banks social media with other Microfinance Banks Social media to see strengths and weaknesses of the both and what can improve the banks virality.
4. Created Content to be posted on Instagram using Canvas that discusses the banks USSD code.
5. Researched on Data Protection
6. Daily Monitored the Banks Website and Social Media
7. Researched on Digital Marketing and discussed Tactics and tools.
8. Enumerated Strategies for Data Protection.
9. Created Survey for the Credit Department on Interest Rate
10. Wrote Content around the Bank’s sixth anniversary
11. Created the Bank’s First Brand Manual
12. Conducted Inventory for all the systems used in the bank for the IT Department
13. Documented a the software used in the bank and their importance
14. Periodically documented a status update on the websites revamp page.
15. Documented and discussed Strategies to increase the Banks Social Media presence and Virality.
16. Researched on the Information Technology Department and documented the responsibilities and rules of the IT department and Information Security
17. Worked on Articles for the website occasion page
18. Created a Template to keep record of the company’s inventory in each department.
19. Worked on Loan Extensions for Credit Department.
20. Worked on Loan Appraisals for Credit Department.
21. Researched on grants for Microfinance Banks
22. Documented Policies that should be added to the bank and what important things should be focused on in each department.
23. Documented information that should be added to already existing policies.
24. Researched on details for the board of directors that should be added to the Website page.
25. Scanned Legal Documents and Policies and converted them to PDF.
26. Assisted in Bank Documentation Style.
27. Created Card for Customer Appreciation week.

**Insights and Recommendations**

In this Chapter, I reflect on the internship experience. Regarding my learning goals, I discuss my experiences; if I have achieved my goal, whether I experienced difficulties and what I think I have to improve.

* **The use of skills and knowledge gained in the university**

I was able to use my writing skills, advertising skills, communication skills and design skills in practice during my internship at the bank. These skills helped me to part of the aesthetic and creativity of the bank such as the social media content creation and website.

In the Social media and Strategy Department, I learned how to create aesthetic content such as the Company’s first Brand Manual and Customer Service Week Card and gave contributions to the website and Instagram content.

* **Skills and Knowledge that might be improved to work in a professional environment**

Although I learned and developed the necessary skills and knowledge while working in an organization, there are several things that I could improve already.

In the beginning, I did not have a clear understanding of what activities I could have done to reach my learning goals. Therefore, I had some difficulties determining the way each task should be carried out. In advance of my internship, I discussed with my line manger about the project giving to me by the staff in charge of IT on how clear agreements on my activities were not made. A more assertive attitude from my side could have helped. To prevent uncertainties in future tasks and projects in any organization, I will pay more attention to making clear agreements on how tasks should be carried out and back-up plans.

Other aspects to which I want to pay attention in general are; attention to detail and errors. I often have the tendency to concentrate more on collecting information needed to complete a task. In this internship, I have learned to pay attention to detail and be aware of certain errors that occur. When I worked I the credit department, I made errors on dates or name spellings when completing a loan appraisal, loan agreement or loan extension but as I progressed further into the work, I began to learn to pay attention to little details and avoid errors.

* **Enhancing Communication Skills**

My stay has contributed to my communication skills, but I would like to pay more attention to being more open in the future. I can come across as reserved and unwelcoming. To contribute more to the growth of the company and its projects, I had to learn to be more open and kind and express my opinions without sounding condescending.

* **The Influence on Future Career Plans**

Through this internship, I have seen elements of my desired career path and I became enthusiastic to research more and learn more about the responsibilities. This internship was a useful experience. I have gained new knowledge, skills and learned how to deal with people of different personalities and temperaments in a work environment, a skill that is very useful to me wherever I go.

I got insight into professional practice. I learned the facets of working within the Credit, IT, and Strategy Departments. It helped me to realize that each department is vital to the smooth running of a Microfinance bank.

Related to my study, I learned that more about the creative aspect involved in marketing and promoting the brand.

**Conclusion**

The internship was able to help me find out my strengths and weaknesses and define what skills and knowledge I have to improve in the coming time. I could perform certain tasks better and make meaningful contributions to the activities of each department.

This internship has given me new insights and motivation to pursue a career in advertisement.