

Student Secures Dream Job at Charitable Institution



An Edinburgh student has landed himself his dream job after dazzling during a placement working with a famous charitable institution.

Scott Binnie, a fourth year Marketing Management student at Edinburgh Napier University, initially undertook a six-month placement with the commercial arm of the Royal College of Surgeons of Edinburgh (RCSEd).

Now, the organisation has made the decision to offer Scott a permanent part-time role, as Marketing Assistant, while he completes his fourth year at University after he went above and beyond the highest expectations to be a real asset to the team.

As part of his new role, Scott will be on the panel helping RCSEd Commercial Enterprises rebrand to Surgeon's Quarter along with his manager Moira Walker, Marketing Manager, and Scott Mitchell, Commercial Director.

Scott said: "Just like any student who takes on a placement or internship with a company I was pretty wary when I started, just in case I didn't enjoy marketing outside the lecture theatres and classrooms. Luckily that fear didn't become a reality – and my time with Moira and the team at the College just confirmed to me that marketing is exactly what I want to do."

"Thanks to the great support, chances to learn and lots of opportunities offered to me I had thoroughly enjoyed my placement and found it extremely valuable. I even got to help with three different campaigns, so I was overjoyed when I was

offered a job.

“I can’t wait to help the company, especially with the rebrand, as it is a very exciting time, and will no doubt prove to be very interesting and allow me to gain hands on experience and knowledge of further complex aspects of marketing.”

Scott is the fifth student to be involved at RCSEd thanks to a long-standing relationship between the university and the company.

Moira Walker, Marketing Manager with RCSEd Commercial Enterprises said: *“From day one Scott got hands on and has proven himself to be a real team player, eager to learn and help wherever he could. As the company is continually growing and we are about to go through the process of a rebrand we knew Scott’s attitude and knowledge would be immensely beneficial to the team.*

“We have taken on a number of students from Edinburgh Napier University as we are always keen to help students gain real industry experience – and we will continue to welcome a student to our team whenever it is possible.”

Launched in 2006, the Commercial Enterprises was tasked with making the most of the institution’s impressive buildings, with all the profits being invested back into the College, to train surgeons and surgical trainees who deliver life-changing skills and improve patient outcome to every corner of the world.

The collection of buildings situated around the historic Hill Square will become known as Surgeons Quarter. The rebranding will allow for the area to be a recognised destination and highlight the scale of the venues within it.