

Bath Insights Internship – Employability Insights & Data Analysis

Department: Faculty of Science Office

Theme: Data (Dashboards, analysis, data cleaning)

Positions available: Two interns (working collaboratively on the same project)

About the role:

Prospective students, especially in key markets like India, are increasingly focused on employability outcomes when choosing where to study. This project will help the Faculty of Science build a robust evidence base of graduate outcomes and employer skill alignment, strengthening marketing and recruitment communications.

What you'll do:

- Identify graduates from recent cohorts and track employment outcomes using Alumni networks and publicly available sources (e.g., LinkedIn)
- Compile and categorise data on roles, industries, and employers into a structured database
- Review competitor course pages to benchmark employability messaging
- Use the Lightcast labour market tool to analyse employer skill trends and salary ranges for roles related to our courses
- Explore alignment between job ad skill requirements and our course offerings
- Work collaboratively to produce actionable insights and recommendations for marketing and recruitment

Measurable outputs:

- A dataset of alumni employment outcomes with summary statistics
- A competitor analysis report on employability messaging
- An initial database structure for storing and accessing insights
- Recommendations for presenting data effectively across marketing channels

Why this matters:

Your work will directly inform marketing content for course pages, digital campaigns, open days, and international recruitment activities, helping Bath remain competitive globally.

Skills you'll develop:

- Market research and competitor analysis
- Data collection, categorisation, and interpretation
- Using labour market analytics tools (Lightcast)
- Communication and presentation of insights for marketing purposes

Ideal for students who:

- Are interested in data analysis, research, and employability trends
- Want to gain experience in marketing and recruitment strategy
- Enjoy collaborative problem-solving and creating actionable recommendations