

Bath Insights Internship – Psychology Social Media Content Creator

Department: Department of Psychology

Theme: Marketing communications (social media content, website updates, visual assets)

About the role:

Join the Department of Psychology to support the creation and development of engaging content for its social media channels, including Instagram, LinkedIn and BlueSky. You will help build a bank of creative, high-quality content that the department can use throughout the year.

As part of the role, you'll have the opportunity to network with staff and students, conducting short interviews and gathering stories to showcase the department's teaching, research, student experience, and achievements.

What you'll do:

- Create a bank of social media content to be used across three platforms
- Interview staff and students to develop engaging stories and features
- Produce content that highlights:
 - Departmental activities, opportunities, and initiatives
 - Research achievements and impact
 - Student and staff successes
 - Alumni stories
 - Recruitment opportunities and events
 - Industry partnerships and collaborations

Why this matters:

Your work will support the department's social media strategy, helping to:

- increase staff and student engagement
- attract prospective undergraduate and postgraduate students
- promote research to a wider audience
- strengthen alumni relations
- support staff recruitment by reaching diverse audiences
- highlight industry partnerships and collaborative projects

Skills you'll develop:

- Content creation and storytelling
- Social media strategy and planning
- Interviewing and communication skills
- Basic digital media production (photos, videos, short-form content)
- Project organisation and deadline management

Ideal for students who:

- Enjoy creating content for social media and communicating creatively
- Are interested in psychology, student experience, and research storytelling
- Want experience in marketing, communications, or digital media
- Enjoy meeting people and capturing their stories