

Bath Insights Internship – Student Engagement in Assessment & Feedback

Department: Centre for Learning and Teaching (CLT)

Theme: Marketing communications (with Education and policy)

About the role:

This internship focuses on developing student-facing materials and engagement strategies to communicate recent changes in assessment and feedback at the University of Bath, particularly in the context of Generative AI (GenAI) and academic integrity. You will play a key role in shaping how students understand and interact with these changes, ensuring messages are clear, accessible, and resonate with different student groups.

What you'll do:

- Liaise with the Students' Union and other stakeholders to understand communication needs
- Conduct research through focus groups and surveys to identify:
 - Characteristics of different student groups
 - Preferred communication channels (e.g., social media, podcasts, videos, posters, online courses, infographics)
 - Key touchpoints for delivering messages effectively
- Craft key messages that resonate with students and align with University priorities
- Develop engaging materials to inform students about:
 - New approaches to GenAI and academic integrity
 - The creation of a student-led section in the Skills Hub
 - The introduction of the Feedback Centre
- Contribute to the development of a broader engagement strategy for assessment and feedback changes

Why this matters:

Your work will support the University's commitment to academic integrity, digital innovation, and student partnership, ensuring students are informed and engaged in shaping their learning experience.

Skills you'll develop:

- Research and analysis through surveys and focus groups
- Communication and message design for diverse audiences
- Content creation across multiple formats (social media, video, infographics, etc.)
- Project planning and stakeholder engagement
- Understanding of assessment policies and implications for quantitative disciplines

Ideal for students who:

- Are interested in education, policy, and student engagement
- Enjoy creative communication and research
- Want to gain experience in digital content creation and strategic messaging