Bath Insights Internship Programme Project Brief

Project title: ResLife Experience Team Marcoms Internship

Department: Campus Services ResLife Experience Team

Project theme: Marcoms

Capabilities: Communication; Collaboration; Adaptability; Drive and initiative

Project brief: The transition into university accommodation is a key stage in the student experience, shaping students' confidence, preparedness and sense of belonging before they arrive on campus. Students moving into University-managed accommodation receive communications from multiple teams across several channels, creating a risk of information overload, duplication and missed messages.

This project will review the end-to-end arrival communications journey to understand how effectively current communications support students during their transition to university life. The intern will undertake a communications audit, gather student feedback, analyse enquiry trends and benchmark approaches used by other universities to identify strengths, gaps and opportunities for improvement.

The outcome of the project will be a strategic review of the current communications journey, alongside practical recommendations to enhance the student experience. This will include a future-state communications journey map, evidence-based recommendations for improving messaging, timing and communication channels, and a proposed framework to support a more coordinated, student-centred approach to arrival communications.

The findings will help Accommodation and ResLife teams improve student preparedness, increase engagement with key information, strengthen students' sense of belonging from the outset of their university journey, and reduce avoidable enquiries during peak arrival periods.

This project directly supports the University's commitment to delivering an outstanding student experience by ensuring students feel informed, prepared and supported as they transition into University-managed accommodation.

Main outputs or deliverables: By the end of the internship, the intern will produce:

- a review and audit of current student arrival communications
- a map of the existing student arrival communications journey
- analysis of student feedback, enquiries and communication effectiveness

- benchmarking of arrival communications at other universities
- a report identifying key challenges and opportunities
- a future-state communications journey with recommendations for improvement
- a presentation of findings and recommendations to stakeholders