Bath Insights Internship Programme Project Brief

Project title: Campus Services Marcomms Internship

Department: Campus Services

Project theme: Marcomms

Capabilities: Communication; Creativity and innovation; Critical thinking; Drive and initiative; Professionalism; Social and cultural awareness; Collaboration

Project brief: The primary focus of this internship is to help provide valuable marketing assistance to increase sales, footfall and awareness in the hospitality and retail outlets on campus.

Following a recent review of food and drink on campus, we need to increase the visibility and volume of marketing around our campus hospitality and retail outlets. Resource is currently limited to a part-time marketing manager and a small budget, so extra resource is required to help better communicate our offering.

The project will involve looking at the results of the survey, sales activity and digital analytics, to identify:

- areas of improvement - what we can do better, and where are the gaps?
- what we are doing well and why this is working
- where we need more detailed student feedback on certain areas, facilitating focus groups
- help plan marketing campaigns and the associated print and digital materials
- create content for social media and blogs

Other parts of the role will include:

- creating a dashboard of footfall on campus, to help stakeholders plan ahead
- auditing digital signage
- categorising and sorting existing assets
- assisting with photography and film shoots

The marketing in the hospitality and retail outlets does not have to adhere to the new University brand guidelines, so there is a real opportunity here for creativity and fun! However, underlying objectives of the marketing will feed into the wider University strategy, with a particular focus on the 'global' theme, to help make our international community feel welcome and at home.

Main outputs or deliverables: Provide a report / presentation that identifies:

- areas for improvement and what can be done
- what we are doing well and why this is working
- results of feedback from student focus groups
- marketing campaign ideas and plans
- dashboard of footfall in the outlets

Another key output will be content, such as Instagram graphics and reels, and written articles for the ResLife blog.