Bath Insights Internship Programme Project Brief

Project title: Doctoral College Marcoms Internship

Department: Doctoral College - Doctoral Development Team

Project theme: Marcoms

Capabilities: Communication; Creativity and innovation; Collaboration; Adaptability

Project brief: The Doctoral Development Team exists to enhance the skills of our doctoral researchers and help to create a positive experience for our researchers. Throughout June we host a number of large-scale events and activities in order to fulfil these aims, e.g. researcher recognition evening, festival of ideas and a PhD comedy night.

We would like an intern to support us with developing a number of marketing and communication tools to support these activities, but also our wider enrichment offer throughout the year. The Intern will be responsible for creating a number of templates that can help us with our communications related to these activities. In addition, we would like the Intern to think about how we can share content following the success of these activities and help us to support an on-going comms plan which will help with the dissemination of what we have achieved.

Main outputs or deliverables: The Intern will have created a variety of different marketing and communication tools relevant to the team's delivery areas. In addition, the Intern would have contributed to a communications plan outlining the communication needs of the projects that we deliver within the team.