Bath Insights Internship Programme Project Brief

Project title: Faculty of Science Marketing Team Data Internship

Department: Faculty of Science Marketing

Project theme: Data

Capabilities: Creativity and innovation; Critical thinking; Data literacy

Project brief: The Faculty of Science Marketing Team is seeking a Bath Insights intern to undertake a research and insight project focused on strengthening the evidence base for postgraduate student recruitment and graduate outcomes marketing.

The intern will analyse existing alumni and graduate outcomes data to identify common career pathways, salary trends and employability insights across Faculty of Science subjects. They will also review existing postgraduate focus group findings and conduct a competitor analysis of selected universities to understand how they communicate postgraduate study benefits, employability and career progression through their websites, social media channels and email communications.

This project supports Faculty and University recruitment objectives by improving the use of evidence, student insight and graduate outcomes data within marketing activity. The findings will help the Faculty of Science better communicate the value of its programmes, enhance employability messaging, support postgraduate recruitment and inform future campaign development across digital and content channels.

The project is based primarily on research, analysis and recommendations using existing datasets and resources provided by the marketing team. The work can be delivered within the 8-week internship period and is suitable for a student with limited professional experience while providing valuable opportunities to develop skills in data analysis, market research, insight generation, problem-solving and presenting recommendations to stakeholders.

Main outputs or deliverables: The intern will deliver:

- An analysis of Faculty of Science alumni outcomes data, identifying and categorising graduate career destinations and producing salary benchmarks for at least 10 key career pathways across priority subject areas.

- A graduate outcomes framework that enables the marketing team to consistently classify job roles and summarise salary data for future recruitment campaigns.
- A competitor benchmarking review of 5-10 comparator universities, analysing how they communicate employability, career progression and postgraduate study benefits across websites, social media and email communications.
- Work with the team to plan and host a postgraduate student focus group, working with the data, identifying the top 5 motivations, barriers and decision-making factors influencing postgraduate study.
- A final presentation containing 10-15 evidence-based recommendations for strengthening Faculty of Science recruitment messaging, employability content and campaign activity.