Bath Insights Internship Programme Project Brief

Project title: Student Community Partnership Operations Internship

Department: Student Community Partnership (SCP)

Project theme: Operations

Capabilities: Communication; Collaboration; Creativity and innovation; Digital and AI literacy; Drive and initiative; Social and cultural awareness; Professionalism

Project brief: 2027 marks the 25th anniversary of the Student Community Partnership, providing a great opportunity to modernise and improve our website. The intern would lead a structured review of the site's content, navigation and accessibility, ensuring it better reflects SCP's role, impact

and day-to-day work. They would audit current pages, map user journeys, rewrite key content, improve visual hierarchy, and produce recommendations for future development. The project is self-contained and offers meaningful experience in UX, content design and stakeholder engagement.

Main outputs or deliverables:

- Website audit and user-journey map
- Updated and improved content for priority pages
- Anniversary-aligned content (timeline, impact summary)
- Recommendations for future development