

Marketing/Digital Intern – Write Design brief for App – Young People (Find a Solution Programme)

This internship is part of the Find a Solution programme which brings together current students and local Third Sector organisations to tackle issues of strategic importance through projects that will have a lasting impact.

We have hosted some young people forums and have some feedback information on which to build/explore. These focus mainly on more age-related approaches, e.g. live chat, different social media platforms, language, marketing and one particular example which we feel might be achievable quickly is the development of an App. It is anticipated that the development of an app might make accessing/researching support options more attractive to children/young people and they may be more likely to engage with a service which offers accessibility options/tools which fit with their personal preferences.

The internship is therefore to review all the current information available from the young persons forum, possibly carrying out further forum sessions, reviewing research and trying out similar app platforms used in other settings etc to gain deeper insight, preferences and to help shape the development of an App.

The project outcome at the end of the internship is the provision of a design brief for the development of an App for Break The Silence for younger audiences which can then be used to progress to development/launch subject to funding.

The perfect candidate will be an excellent communicator, confident at carrying out focus groups, desk based research, compiling information and in writing up findings concisely and with clarity.

We feel the vacancy may appeal to those interested in digital, IT or marketing and the intern need not have app development experience, although this would be advantageous in helping to shape the brief.

The intern will work on own initiative but with the support of the team. Work can be carried out remotely and all content will be subject to confidentiality. The intern can use their own IT equipment, or a laptop can be provided for the placement. Due to organisational policy, the intern will be required to undertake a disclosure check.

The intern will undertake a short induction, learning about the charity and work in the field of trauma – the signs and symptoms and impact of trauma on the brain/body.

The intern will have a dedicated line manager to support them, and as an inclusive organisation, we invite the Intern to attend weekly team meetings and wellbeing events during the course of their internship.

This is an exciting opportunity to shape our approach to provision of support for children/young people, to improve engagement and to help those in need reach out for support sooner to mitigate/reduce the detrimental impact of childhood sexual abuse life-long, improving their chances for a better, healthier future.

This internship is for around 14 hours per week for 11/12 weeks and will take place during the summer.

What makes this internship stand out? (training, benefits etc)

This is an exciting opportunity to shape the development of an App which will be brought to life in the future, subject to funding.

You will learn about trauma, you will work with an amazing Team who will support you to be successful, you will have the opportunity to carry out focus groups and research, to review marketing tools/approaches and to be part of our Team.

This work will help us promote early intervention and reach children/young people earlier – to help reduce the negative impact of adverse childhood experiences.

Adverse childhood experiences impact negatively on a child/young person's psychological and physical health, social growth and academic achievements. It affects their present and future, preventing them from achieving both their potential and their ambition in addition to placing them at extreme disadvantage. Adverse childhood experiences have been linked to;

- **risky health behaviour** – smoking, alcoholism, drug use, early sexual activity, un-intended pregnancy;
- **chronic health conditions** – obesity, diabetes, depression, suicide attempts, STDs, heart disease, cancer, stroke, COPD, broken bones, self-harm;
- **low-life potential** academic achievements, graduation rates, lost time from work, unemployment; and
- **early death.**

Length of Internship (in weeks)

11/12 weeks

Starting month

June

Is the internship part-time or full-time?

Part time

For part-time roles, how many hours will the intern work?

14 hours per week

Required Year Group

- Undergraduate 5th year
- Undergraduate 3rd year
- Undergraduate 4th year
- Postgraduate taught

Targeted College

- Any
- College of Social Sciences
- College of Science and Engineering
- College of Medicine, Veterinary and Life Sciences

Required Degree Discipline

Computing Science; Digital Media and Information Studies or Any with relevant skills and experience

The essential criteria for the role are

E1 Strong IT skills – Microsoft Office – Outlook, Word, Excel

E2 Report writing skills – ability to write concisely with clarity

E3 Research skills – ability to carry out focus group, online surveys, desk based research

E4 Ability to work on own initiative (although support will be provided)

E5 Ability to manage project within timelines to ensure outcome is achieved

The desirable criteria for the role are

D1 Knowledge/understanding of trauma advantageous

D2 Experience of online tools for surveys, eg. surveymonkey, googleforms

D3 Understanding of App development/utilisation

D4 Experience of writing design brief