

Marketing Research Intern

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.

Role description

We require research support in developing our organisational marketing strategy to ensure we are clear on target markets, how best to communicate with each, and the best way to build our brand.

We are looking for a student support to carry out consultation with groups of SSF stakeholders (young people, organisations who have received education and training, charity of the year partners, people who have fundraised for SSF). To gather this information there will be the requirement to design questionnaires/surveys as well as conduct interviews or focus groups with identified groups and individuals and then produce a report outlining result of the research.

The organisation today remains very reliant on grant funding, but we recognise that we need to diversify our revenue streams and increase our unrestricted income. The challenges we face include an increasingly crowded market place, lack of clarity of best way to use social media and communications in general with customers and consumers as well as young people.

The student will be gathering intelligence to build our marketing strategy and to achieve this they will carry out/create:

- Informal focus groups with YP (and sessional staff) re the SSF brand and SSF socials
- Consolidate this into presentation/ report
- Work on a plan to address any key points which came up on the focus groups
- Research audience members across our SSF social media platforms and articulate which platforms we should be using moving forward

The impact of this project will include:

- Building the SSF brand
- Identify key areas for organisational growth

- Social media strategy (which platforms for which audience)
- Plan to allocate resources to maximise impact
- Increase sales of Education and Training
- Understanding what information stakeholders want and when

The perfect candidate will have skills/experience in:

- Interviewing skills
- Interest in marketing
- Interest/experience in carrying out market research
- Report writing skills
- Strong communication skills (able to lead on focus groups with young people)
- Comfortable speaking to a wide range of people including young people and professionals
- Able to analyse and translate data

In return you will be working in a progressive and supportive environment. We are proud to be values led and we will support you with a hybrid working approach as well as with the creation of interview questions, a one-to-one check in weekly and introductions to all of the stakeholders for marketing research. You will also be able to participate in marketing workshops led by a SSF marketing specialist board member.

This internship is for 20 hours per week for 8 weeks and will take place during the summer.

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

This internship will give you the opportunity to:

- Gain practical work experience
- Help build a marketing strategy for a charity to support our growth
- Attend a marketing workshop
- Access flexible working arrangements

Length of Internship (in weeks)

8 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?

20 hours per week

Required Year Group

- Undergraduate 4th year
- Undergraduate 2nd year
- Undergraduate 3rd year
- Postgraduate taught
- Undergraduate 5th year

Targeted College

Any

Required Degree Discipline

Marketing or Any with relevant skills/experience

The essential criteria for the role are

E1 Interest in and practical experience in marketing

E2 Interview skills/confidence in facilitating consultations with young people and professionals

E2 Enthusiastic and reliable

E3 Excellent communication and interpersonal skills (able to lead on focus groups with young people)

E4 IT literate and an understanding of how to use MS Office packages

E5 Comfortable working from home and/or an office environment

E6 Flexible and positive approach to working, can do attitude

E7 Ability to work within a team

E8 Experience of using social media to promote activity and information

E9 Good attention to detail

E10 Good creative problem solving skills

E11 Proven ability to plan, organise and prioritise tasks and work autonomously

E12 Report writing skills and ability to analyse and translate data