

# CAMBRIDGE SOCIAL SCIENCE PARTNERSHIP – INTERNSHIP PROJECT

## General Information

**Internship Title:** Marketing Communications

**Non-Academic partner:** Cofinitive

**Role/Sector:** Communications

**Location:** Burwell, Cambridge

**Placement:** Internship

**Duration:** Flexible, 3 months initially

**Start date:** Autumn 2017

**Full or Part time:** Part time

## Who are you going to work with

At Cofinitive we're corporate communications consultants. We offer clients bespoke services specialising in branding, strategy, marketing and engagement for business communications. Cofinitive is not industry specific so our clients come in all shapes and sizes, and vary greatly in the type of work they do.

Our 'one voice' approach helps clients find and use their individual voice to move heads, hearts and minds, connecting with everyone from stakeholders to employees and the public. Delivering consistency consistently is one of our key values, and something we install in our clients' branding, engagement and communication.

Businesses all share the need to communicate effectively – and that's where we come in.

## How do you expect to spend your day

### Project 1

During their time here, students will be managing one of our up and coming projects, The Cambridge Collective. This is a group that seeks to evoke engagement with 18-35 year olds, giving them a voice and greater representation in the Cambridge-based businesses, industries and wider networks including local government.

Days could vary dramatically for any intern at Cofinitive. Some of their time here will be spent setting up and managing databases for The Cambridge Collective. With the GDPR looming they may be required to research the developing regulations, providing a recommendation of how best to abide by it and assess current practices, setting up improvements internally.

Interns will also be called upon to research influencers of The Cambridge Collective. From individuals to institutions, there are many external factors that need evaluating, categorising and harnessing for optimum impact. Other tasks could include event planning and evaluating, outlining The Cambridge Collective's roadmap, designing outreach initiatives, and promoting The Cambridge Collective.

## Project 2

Interns will work with Cofinitive across all projects, from clients to internal initiatives. Interns will become part of the team, contributing where needed in a variety of different areas. One day they'll be analysing social media performance, another they'll compile an evaluation and suggestion for a new marketing tool and another day they'll research public opinion. Interns will work on all areas of corporate communication together with Cofinitive and its director.

Interns will spend their days doing a variety of tasks. Given the broad spectrum of corporate communications, interns spend their time on tasks such:

- Stakeholder mapping
- Social media management and analysis
- Ghost writing and blogging
- Outlining marketing campaigns
- Creating wireframes for websites
- Producing creative briefs
- Writing and distributing press releases
- Conducting industry and influencer research
- Event planning and preparation
- Event scoping and coverage

## The ideal intern's personality and qualifications

### Intern's personality and qualifications

- Good time management, multitasking, prioritisation
- Inquisitive
- Self-motivated
- Interested in business communications and local developments
- People-person
- High attention to detail
- Independent

### Essential Skills

We're open to individuals who can offer a wide range of skills including:

- Research
- Analysis
- Project management
- Networking
- Excellent communication skills, both written and verbal

### Desirable skills

We're open to individuals who can offer a wide range of skills including:

- Design
- Graphic design
- Web development
- Experience of using social media i.e. Twitter, Facebook, LinkedIn

## What are the benefits of Interning at this project

Interns at Cofinitive benefit from an insight into, not only the working environment of corporate communications consultants, but also of our clients. The diversity that Cofinitive offers interns maximises their exposure as they gain practical business experience.

Being an intimate office, interns will have the opportunity to work directly with Cofinitive's founder and director, Faye Holland. With over 25 years' experience in high profile, high pressure marketing strategy and business leadership roles within organisations including WorldCom and IBM, there is much students can learn from Faye. If students are interested in Marketing communications, they'll be perfectly positioned to inquire, witness and gain supported hands-on experience.

In working on The Cambridge Collective interns will get 'hands on' experience of a live project with an array of components. They won't be limited to one area, but be responsible of managing an overview of the project in terms of breadth and future planning.

## Apply for this role

If you are interested in applying for this opportunity, please email the completed [application form](#) and a CV to [esrcdtc@admin.cam.ac.uk](mailto:esrcdtc@admin.cam.ac.uk).

Please note that all applications must be approved by the applicant's PhD supervisor.

The application deadline is **September 20 2017**. Results will be announced early October 2017.