

Social Media & Marketing Intern (Advisers Toolbox)

Application closing date: 28-April-2023

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This internship will take place over 8 weeks (10th July – 1st September), and you will work in a hybrid manner for 20 hours each week. You will have access to work from the KEI office in Bush House. The pay is £13.09 per hour.

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- Interview dates: Early May (specific dates will be confirmed with you directly)
- Internship dates: 10th July – 1st September 2023
- Mandatory training week: w/c 3rd July 2023

Eligibility criteria

- Ideally this will be your first office-based work experience.
- You are either a [Careers+](#) student, or are otherwise from an underrepresented background.
- You are in receipt of King's Living Bursary
- Able to commit to 20 hours per week over the summer period, plus the training week.

About the Advisers Toolbox

The Advisers Toolbox is a software company making decision tree-based forms for professional advisers. Our initial offering, the Universal Credit Migration Assessment Tool (UCMAT) was designed to assist with the complex decisions involved in deciding when to move from Legacy Benefits (such as Job Seekers Allowance or Working Tax Credits) to the relatively new Universal Credit. New software is in development and is aimed at generalist advisers to assist with writing high quality case notes on a range of subjects.

What will you be doing as a Social Media & Marketing Intern?

- Creating engaging social media posts on LinkedIn.
- Responsibility for creating email marketing campaigns using data from apollo.io.

- Creating and instigating social media strategies and campaigns to set the tone of our social media presence.
- Direct marketing engagement with potential customers (Please note this is not a sales role).

What essential skills are we looking for?

- Able to create engaging content for social media
- Creative eye and willingness to take creative initiative
- Excellent communication skills, with a focus on written communications
- Shares our core values; advice should be accessible to everyone and automation, where used appropriately, can help this to happen.

What desirable skills will give you an advantage?

- HTML & CSS coding experience
- Video editing skills
- Familiarity with mass email platforms
- Experience in a public advice setting

What can you gain from this experience?

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- Develop, grow and use their innovative skills to address the world's challenges and UN Sustainable Development Goals
- Use their passion for disrupting the status quo and commit to developing a "growth mindset"; an enthusiastic passion and positive attitude towards continuous learning
- Gain entrepreneurial experience in support of their future careers
- Understand how using an entrepreneurial mindset can enhance, and positively disrupt the way they look at career opportunities

You will receive extensive experience working first-hand with a venture that is growing and be part of the Entrepreneurship Institute community that supports and works with the ventures.

Make sure you are using the [STAR technique](#) to answer application questions, as this will help you provide real-life evidence of your skills.

Apply via King's [CareersConnect](#).

Strategic Marketing & Research Intern (Enhanced Fertility)

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Eligibility criteria

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About Enhanced Fertility

Enhanced Fertility is a UK start-up with the vision to provide personalised fertility care for all through:

- At-home fertility test kits and a Patient Portal where patients can access their results and speed up time to diagnosis. This is currently available in the UK and will be available in the EU following a successful InnovateUK Fast Grant due to complete in April 2023.
- A Doctor's Portal platform that allows clinicians to request tests for their patients ahead of treatment, visualise health data and receive insights for data driven decision-making. This platform shortens time to access a specialist and start fertility treatment. This was developed through an InnovateUK Women in Innovation Grant and launched in December 2022.

Their Mission:

Everyone has the right to start or grow a family. Sometimes they need a bit of help. They are that help! Enhanced Fertility provides affordable fertility testing and care that takes trial and error out of baby-making. They are a fast-growing company in the UK and EU, with plenty opportunities for interns to learn about different aspects of health tech start-ups.

What will you be doing as a Strategic Marketing & Research Intern?

Marketing Tasks

- B2B & B2C Content creation and publishing for social media
- Monthly B2B and B2C newsletter
- Support updating website
- Help with social media growth strategy

Research Tasks

- Assist in questionnaires creation
- Assist in survey analysis

What essential skills are we looking for?

- Strong knowledge and ideally exposure to social media content creation and management
- Good level of marketing knowledge, including sales and audience engagement
- Excellent communication skills
- Great Excel skills

What desirable skills will give you an advantage?

- Knowledge of marketing tools such as Mailchimp, Canva & Typeform
- Exposure to WordPress/updating website content
- Experience working with data tools such as R Language or SPSS
- A passion for healthcare innovation

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Marketing & Communications Intern (Entrepreneurship Institute)

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About the Entrepreneurship Institute

The Entrepreneurship Institute (EI) at King's College London supports students, staff and alumni to develop their entrepreneurial skills, thinking and experience. We believe that everyone can be entrepreneurial, and that entrepreneurial people can help make the world a better place by solving problems to create a healthier, smarter, more equal, and sustainable future.

The EI's Communications and Engagement team is responsible for engaging audiences (primarily students) in entrepreneurship and entrepreneurial skills, through creative content, inspirational stories and sharing relevant opportunities. Our digital community has over 30,000 members, with representation across all areas of King's.

What will you be doing as a Marketing & Communications Intern?

- Day-to-day:
 - Support the effective delivery of communications and marketing content to EI audiences (both digitally and in-person).
 - Support the planning of digital content, social media campaigns and events that promote EI activities.
 - Share ideas and feedback based on own student experience.
 - Management of EI's social media platforms.
 - Support the Comms/Engage team to continue to develop valuable collaborative partnerships.

- Contributions to specific projects could include:
 - EI website audit.
 - Social Media takeovers and content creation for specific events and activities, including the Women Entrepreneur Network Retreat and the Summer Internship programme.
 - Planning the EI's Disruptors Podcast.
 - Planning for KCL Welcome Week 2023 and 2023-24 academic year.
 - Tik Tok research.

What essential skills are we looking for?

- Excellent written and verbal communication skills
- Willingness to learn, openly share ideas and collaborate
- Knowledge and experience of using social media, especially in engaging communities
- Attention to detail and good organisational skills
- Experience and interest in meeting, finding and engaging with new people and audiences
- Willingness to work as part of a small, dynamic team alongside managing own time and workload to meet deadlines.

What desirable skills will give you an advantage?

- Knowledge of Adobe Suite (primarily Photoshop and Premier Pro)
- A genuine interest in marketing and social media trends
- Interest in entrepreneurship, innovation and/or start-ups
- Experience and/or interest in engaging and growing communities
- Experience or interest in event planning and coordination

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Product Growth Intern (Femspace)

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About Femspace

Femspace provides digital care for people with chronic pelvic pain (e.g. vulvodynia, endometriosis, pain during sex, etc.), driven by science. As of today, 1 in 6 women and people with a vulva live with persistent pelvic pain, and even after diagnosis the treatment options are regularly unsatisfactory. Femspace provides accessible and digital support that includes specialist psychology and physiotherapy for pelvic pain through our platform, improving people's physical and mental wellbeing. Our platform includes expert-led psychology, sex-therapy, and physiotherapy programme tailored to specific pain conditions (e.g. vulvodynia, endometriosis) to help people better manage their pain and wellbeing.

What will you be doing as a Product Growth Intern?

The role will primarily focus on the growth and scaling of Femspace, specifically focused on making our solution available to as many people as possible. In order to do so, some of the tasks may include:

- Creating engaging content for social media
- Assisting with content creation for our free membership
- Assistance with writing and organising the newsletter
- Assistance with organising in-person and online events with healthcare professionals and people with pelvic pain

What essential skills are we looking for?

- Strong interest in social media & marketing, ideally with knowledge on strategy and management, including engaging audiences, focusing on Instagram & TikTok
- A passion for changing the face of healthcare.
- A pragmatic and flexible “growth mindset”, with a willingness to learn new things
- Understanding and knowledge of challenges around pelvic pain, endometriosis and living with a chronic long-term condition

What desirable skills will give you an advantage?

- An interest in tech innovations, especially in HealthTech
- Creative eye for creating and sharing informative, relevant content for a community living with long term conditions
- Previous exposure to organising in-person and online events
- Having strategic insights to effectively support a growing business venture and community

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Digital Marketing Intern (Mami)

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About Mami

Mami is a mobile app and SMS service to help women in Nigeria to identify breast cancer symptoms and connect with care. Mami is a product of CupArise CIO, a newly registered non-profit. Mami aims to increase breast health awareness and enhance access to care to improve early detection of breast cancer in Nigeria and other developing countries.

What will you be doing as a Digital Marketing Intern?

As a start-up, we have small teams and we try to be flexible, and we'll tailor the tasks to your skills and interests. Some examples of what you will get involved in are:

- Helping develop and implement a digital marketing strategy (including content) and managing social media platforms.
- Writing online content and managing a website

- Creating useful visual content that can be used for communications and fundraising purposes.
- Taking pictures and videos that can be used as communications tools.
- Helping create monitoring and evaluation system(s) to assess reach and engagement.
- Support with general administrative tasks as appropriate.

What essential skills are we looking for?

- A passion for online communications and experience in social media strategy, management & content creation
- Excellent written and oral communication, with a good attention to detail.
- Good decision making and innovative skills, and organised, with a keen eye for detail.
- A pragmatic “Growth Mindset” attitude, with an openness to learn new entrepreneurial skills and adapt ideas.
- A strong interest in sustainability and creating businesses for social good, focusing on the UN Sustainable Development Goals.

What desirable skills will give you an advantage?

- An interest in healthcare, specifically cancer control in Low-Income countries/poor resource settings
- Interest in healthcare innovation and start-up growth
- Knowledge of/exposure to running digital promotional & fundraising campaigns

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Strategic Marketing & Communications Intern (RecycleLab)

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About RecycleLab

Recycle-Lab is a waste management company specialising in the recycling of single-use plastic waste generated by the science industry. We collect, decontaminate, sort, and recycle plastic laboratory consumables.

Single-use plastic laboratory consumables are used every day by science labs, both in the research and healthcare industries. However, the majority of this plastic ends up as waste after one use and is incinerated.

Incinerating 1 tonne of plastic produces approximately 1 tonne of CO₂. The science industry is thus a huge contributor to greenhouse gas emissions associated with climate change, with the life science industry alone producing 5.5 million tonnes of plastic waste each year.

RecycleLab is here to disrupt the clinical waste management industry, providing a sustainable solution for plastic science laboratory waste.

Their mission is to create a circular economy by supplying laboratory consumable manufacturers with high quality recycled plastic for use in their products, conserving finite resources and reducing the carbon footprint of this industry.

What will you be doing as a Strategic Marketing & Communications Intern?

- Support with actioning RecycleLab's marketing and communications strategy.
- Curating newsletters to send to our mailing list, writing news articles, blogs and creating infographics and resources for customers to access through our website.
- Responsibility for our social media channels including LinkedIn and research conferences and events that RecycleLab can attend to increase our brand awareness.

What essential skills are we looking for?

- Strong interest and knowledge of instigating marketing & communications strategy, including curating newsletters, writing articles, infographics and blogs
- Knowledge of different social media channels, primarily LinkedIn, and carrying out social media based research to enhance brand awareness
- Previous experience creating engaging and informative content, ideally on Canva.
- Strong literacy skills
- An authentic passion for sustainability and life sciences

What desirable skills will give you an advantage?

- Engaging communications skills and compelling storytelling skills, a willingness to learn about and talk about RecycleLab as a business
- Experience supporting customer queries

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Marketing & Communications Intern (Resept)

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About Resept

Resept is performance-driven haircare developed to help young women with scalp conditions such as hair loss. Resept's aim is to create the ultimate ritual inspired by our ancient heritage and science backed ingredients to make you feel confident again.

What will you be doing as a Marketing & Communications Intern?

- Supporting Resept to a July/August Launch where needed
- You will play a key role in supporting the launch and help in executing digital marketing and communications strategy.
- Supporting the digital marketing strategy, creating video content and executing email campaigns.
- Utilising SEO, Google Analytics and other tools to track performance and optimize campaigns

- Contribute to the development and maintenance of the brand's online presence with new ideas
- Assisting with the coordination and execution of influencer and media outreach
- Attend to customer queries and other operational tasks that may need assistance

What essential skills are we looking for?

- Knowledge of digital marketing & social media platforms, including using digital marketing tools such as SEO and Google Analytics
- Able to create engaging video content.
- A pragmatic attitude to work with a “growth mindset” attitude to learning new aspects of a business
- Ability to be flexible and assist where needed

What desirable skills will give you an advantage?

- Experience working with and approaching influencers
- Strong copywriting skills
- Familiarity with Shopify and other e-commerce platforms
- Ability to adapt and work under pressure

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Business Strategy Intern (Rev.Eye.Talise)

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About Rev.Eye.Talise

Rev.Eye.Talise are creating a world where loss of sight can be restored.

Rev.eye.talise Robotics develops systems that endow unsurpassed dexterity to clinicians, offering them the ability to operate within the human eye using micro-sized wrists. With our technology, clinicians not only master the most challenging of eye surgeries, but will be able to precisely deliver regenerative therapies and restore the sight of their patients.

Rev.eye.talise Robotics: Miniature machines | Maximum Impact

What will you be doing as a Business Strategy Intern?

You will be involved in elements relating directly to commercialisation. Specifically:

- Help in fine tuning our health economic analysis (will involve interviews with clinicians, and reading literature)

- Understanding the landscape and funding rounds of similar companies (will involve looking into Crunchbase, etc.)
- Understand the growth rates of the field (looking at market reports - there is a separate budget if required)
- Understand marketing strategies and business strategies of similar ventures

What essential skills are we looking for?

- Interest in commercialisation and a particular understanding/interest in health economic analysis
- Understanding of marketing & business strategies
- Experience analysing growth rates

What desirable skills will give you an advantage?

- Interviewing experience, especially with clinicians
- Understanding of the landscape and researching funding rounds in similar fields to us, e.g., using Crunchbase

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Digital Growth & Analysis Intern (Safetyknot)

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About Safetyknot

Safetyknot is a safety and first aid training business for good. All of our training is culturally and contextually relevant, appropriate and accessible. We work with families and organisations in low- and middle-income countries in Asia to promote safety and prevent unintentional injuries. Ultimately, we believe that everyone should be able to lead an injury-free life.

What will you be doing as a Digital Growth & Analysis Intern?

The main focus of this internship would be working on the Safetyknot App:

- Improving an MVP app, including testing, (combination of in person and online testing), adding more content (written and audio) using the CMS and uploading best fit photos from our bank of resources, supporting iOS launch, tracking download analytics and producing a practical report of improvements.
- Analysis, Insight & Reporting for:

- Safetyknot App
 - Safetyknot Online Platform x 2
 - Safetyknot Website
 - Safetyknot LinkedIn Page
 - Safetyknot Facebook & Instagram
- Supporting the launch of two online platforms, one for families and one for organisations.
 - Using Podia for these platforms and researching usage.
 - Researching usage of the app, website, and LinkedIn page, Facebook and Instagram.
 - Producing a report focusing on the above.

Please note, this role is with a team based outside of the UK so you will be working remotely with them, but you are welcome and encouraged to work from the Entrepreneurship Institute office in Bush House.

What essential skills are we looking for?

- A passion for tech and digital products with a positive social impact
- Experience of analytics, tracking & report writing
- A keen creative eye for spotting data patterns and system improvements and the confidence to relay these to a team

What desirable skills will give you an advantage?

- Experience developing apps, including testing, bug checks, user analysis, downloads and improvements
- Knowledge of Podia platform
- Ability to work cross culturally, with an interest in or knowledge of working directly in the Global South
- Fluent or conversational in any of the following languages; Khmer, Nepali, Thai or Vietnamese

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Useful or Required Languages

- Thai
- Vietnamese

Apply via King's [CareersConnect](#).

Community Engagement & Operations Intern (Sistren)

Application closing date: 28-April-2023

The [King's Entrepreneurship Institute](#) (KEI) is offering **10 part-time, paid summer internships** for a King's student for the summer of 2023, in one of their King's 20 Business Accelerator Ventures. This is one of them – please note that you can only apply to up to 2 of these opportunities.

This internship will take place over 8 weeks (10th July – 1st September), and you will work in a hybrid manner for 20 hours each week. You will have access to work from the KEI office in Bush House. The pay is £13.09 per hour.

- Applications open and close dates: 31st March 2023 – 28th April 2023
- Interview dates: Early May (specific dates will be confirmed with you directly)
- Internship dates: 10th July – 1st September 2023
- Mandatory training week: week commencing 3rd July 2023

Eligibility criteria

- Ideally this will be your first office-based work experience.
- You are either a [Careers+](#) student, or are otherwise from an underrepresented background.
- You are in receipt of King's Living Bursary
- Able to commit to 20 hours per week over the summer period, plus the training week.

About Sistren

Sistren is a meet-up app that connects Black women to build meaningful connections through shared interests.

What will you be doing as a Community Engagement & Operations Intern?

- Creating prompts to encourage member engagement centred around themes like #selfcaresunday #fridayfeeling
- Responding to member enquiries with a friendly and engaging approach
- Researching high-quality events, resources and opportunities to share with our members
- Researching suitable venues and partners for events
- Sharing constructive insights with the wider team to help improve user experience and our internal processes.

What essential skills are we looking for?

- Strong research and writing skills.
- Highly organised and very proactive.
- Creative with a fresh eye for content and events to share with the community.
- Independent worker who can take ownership of tasks as required.
- Confidence in starting insightful and meaningful connections and conversations in community platforms, bringing members together.

What desirable skills will give you an advantage?

- Having a growth mindset and are open to new ideas and ways of working.
- Ideally, experience working in a customer-facing role (within the tech industry or otherwise).
- Previous exposure to Notion, Airtable and Canva
- Some experience building an online community or similar.

What can you gain from this experience?

The EI is built on developing the [7 Skills of an Entrepreneurial Mindset](#). We help our community to:

- Develop, grow and use their innovative skills to address the world's challenges and UN Sustainable Development Goals
- Use their passion for disrupting the status quo and commit to developing a "growth mindset"; an enthusiastic passion and positive attitude towards continuous learning.
- Gain entrepreneurial experience in support of their future careers.
- Understand how using an entrepreneurial mindset can enhance, and positively disrupt the way they look at career opportunities.

You will receive extensive experience working first-hand with a venture that is growing and be part of the Entrepreneurship Institute community that supports and works with the ventures.

Apply via King's [CareersConnect](#).