

Social Media and Audience Research Intern (Find a Solution 2024)

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.

The role will be for a total of 160 hours, to be worked flexibly between June and August (to be discussed with successful candidate). The role is open to UG students, 2nd year and above, and PG students from all Colleges.

About Us

The mission of the Tall Ship Glenlee Trust is to care for Glenlee and share the history of this unique Clyde-built 19th-century sailing vessel for the benefit, enjoyment and learning of all. The vision of the Tall Ship Glenlee Trust is that people in Glasgow and worldwide are inspired by the story of our iconic ship, Glenlee, through enjoyable, engaging, and informative experiences.

The Tall Ship Glenlee is getting ready to reopen after a period of closure through the winter. Over the summer, we want to gain an understanding of our current visitor profile and develop our online presence through social media to attract new visitors, advertise our event spaces and encourage schools to visit through our learning programme. By understanding our current audience and attracting new users, you will contribute to Glenlee's future and ensure we establish a sustainable financial future.

Main Duties/Responsibilities of Role

- Develop and conduct visitor surveys to understand the current visitor profile
- Write a report that analyses and explains the results of the survey
- Use our social media profiles (Facebook, Instagram, TikTok and LinkedIn) to develop and enhance our online presence
- Work with the Visitor Attraction Manager and Learning Manager to target specific audiences and products

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

The Tall Ship is an 1896 Clyde-built historic ship now open to the public as a popular visitor attraction, learning space, and events venue in Glasgow. In this role, you would be contributing towards ensuring the future of this unique historical asset and that her story continues to be shared.

There will be general staff training to ensure health and safety standards are met, as well as an introduction the ship and it's history.

Length of Internship (in weeks)

8 weeks

Starting month

June

Paid or voluntary

Paid

Is the internship part-time or full-time?

Part time

For part-time roles, how many hours will the student work per week?

20

Registered charity?

Yes

Charity Number:

SC004608

Required Year Group

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

- Postgraduate researcher

Targeted College

Any

Required Degree Discipline

We are completely flexible

The essential criteria for the role are

E1. Strong communication skills

E2. Experience in using evaluation and monitoring tools and techniques

E3. Ability to manage own time and meet deadlines

E4. Report writing skills

E5. Familiarity with Social Media

E6. Interviewing skills

E7. Ability to interrogate questionnaire responses and translate these into a report

E8. Research and develop appropriate materials and/or content for the surveys

E9. Maintain accurate records of work undertaken

The desirable criteria for the role are

D1. Interest in museums and heritage

D2. Interest in marketing

D3. Interest/experience in carrying out market research
