

Job Title: Digital Media Intern
Date: February 2020
Location: Albemarle St, London
Contract type: 3 month full-time (35 hour pw) internship
Payment through University/research Council Stipend

various start dates to cover the period from May 2020 to December 2020. We are happy to be flexible for the right candidates

Background

The Ri is an independent charity dedicated to creating opportunities for everyone to think more deeply about science and its place in our lives. For over 200 years, our wonderful building, has been home to some of the most eminent scientists in history, and we have hosted more public events in the past year than ever before.

We provide science education and heritage activities for people of all ages and backgrounds across the UK and around the world. These activities include the world-famous CHRISTMAS LECTURES; public talks from the world's greatest thinkers in our historic lecture theatre; a national programme of Masterclasses for young people in mathematics, engineering and computer science; hands-on science workshops in our L'Oréal Young Scientist Centre; animations and films from our award-winning video production team and the preservation of our scientific legacy through the Faraday Museum and archival collections.

Find out more at rigb.org and <https://www.youtube.com/user/theroyalinstitution>.

About the team

This placement will be based in the Digital Team, where we see digital as much more than just a way to market ourselves online, but also as a way to bring thought-provoking science and our rich heritage to audiences online, many of whom may never set foot in our iconic home in Mayfair.

Through our [YouTube channel](#), which has a global audience of over 700,000 subscribers, we have already established ourselves as a world-leader in in-depth, longform science video. Our monthly podcasts are growing fast, and we are working to develop our online communities to reach new audiences across all our digital platforms.

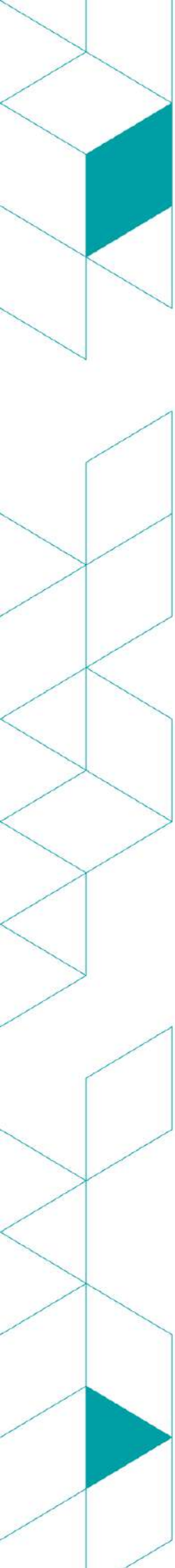
These are exciting times for the Digital Team. We have embarked on an exciting project to build a new website for the organisation, where we will be taking a data-driven, audience-lead approach. And we continue to nurture our existing audiences, whilst reaching out to new ones, experimenting with alternative formats for our video and multimedia content.

These roles will focus on creating, shaping and developing our science engagement and heritage content, helping to manage our digital channels and working as part of the Ri's new website project team.

Main duties of the role

Working closely with all members of the Digital team, the Digital Media Interns will support the Ri's digital production and platforms.

There will be some flexibility in the roles, depending on the successful candidates' interests and experience. We will provide some basic training in audio and video production.



Every day will be different, but potential tasks and responsibilities may include:

- Creating science engagement content for our social media platforms
- Helping manage our YouTube channel
- Help creating podcasts
- Marketing and promotion of our digital content
- Creating and editing heritage and collection content for the Ri's new website
- Writing for our website and social media channels
- Monitoring our YouTube and podcast statistics and using this to make recommendations on how we can grow and develop our audiences
- Identifying under-performing content and finding ways for them to reach new audiences
- Helping develop new ideas for digital science engagement content
- Being involved in all aspects of video production
- Helping to test and evaluate our digital content
- Assisting with digital marketing campaigns

As part of this placement, there may also be opportunities to work with other Ri departments, such as conducting market research for our business Development Team and helping steward public events.

General responsibilities applicable to all staff

- Understand and support the vision, mission and aims of the Ri
- Maintain awareness of your own and others' Health and Safety, and comply with the Ri's Health and Safety policy
- Adhere to and champion the Ri's policy and practices on Child Safeguarding
- Adhere to comply with all Ri policies relating to the Data Protection Regulations 2018
- Encourage team working and effective communication with colleagues
- Act as a representative of the Ri and deal with Ri customers, stakeholders and the public in a professional manner at all times
- Comply with Ri financial policies and practices as applicable
- Undertake other duties as may be reasonably requested of your post

Who are we looking for?

These placements would be ideal for anyone interested in learning more about digital media and discovering the potential for using digital media to communicate science to diverse and global audiences, whilst working collaboratively in a small, and creative digital team. There is no need to have any formal experience in this area, but a passion for digital media would be ideal.

The following experience and personal attributes are also highly desirable, and when applying you should demonstrate how you meet them in your supporting statement:

- A strong understanding of how online science content can encourage an audience to 'think more deeply about science and its place in our lives'
- Ability to develop engaging content for a non-academic audience
- An understanding of the needs and requirements of website and digital users
- Ability to work collaboratively in a creative team with a passion for science communication



Practicalities

We are looking for 3 people in total to join our team for 3-month placements on a selection of dates from April 2020 with flexibility for the right candidate.

The internship will be based within the Digital team at the Royal Institution in Mayfair, London. The placement is full-time, 35 hours per week, Monday to Friday with occasional weekend or evening hours.

This opportunity is only open to PhD students who are eligible to undertake an internship as part of their studentship and receive a stipend from their Doctoral Training Programme (DTP). Please check with your university/DTP to ensure funding is available before applying for this internship.

Please note there is no formal agreement in place between RI and UKRI, and each placement will be reviewed by the grant holder and approved at their discretion.

You will need to obtain the grant holder's written permission to undertake the placement, outlining any funding arrangements, before a position can be offered

To apply please send your CV to recruitment@ri.ac.uk, along with a short supporting statement, no longer than 500 words, to explain why you are interested in the internship and how you meet the experience set out above.

Please also complete the Recruitment Monitoring Form and return this along with your application.

For more information about the Ri, the internship programme, relevant dates for this internship, and to download the monitoring form, please see our website at www.rigb.org/about/work-with-us/programme-placements.

Read the Science Magazine article on the career benefits of expanding your skills through a professional internship here www.sciencemag.org/careers/2017/06/through-internships-phd-studentsexpand-their-skills-and-explore-their-options.

The Ri is an Equal Opportunities Employer.