

## **Job profile – June 2022**

### **Digital Media Intern – Professional Internship for PhD Student (PIPS)**

Date of internship – three internships offered (with some flexibility for the right candidates):

1. From September 2022 – December 2022
2. From January 2023 – April 2023
3. From April 2023 – July 2023

Payment by stipend from University/Research Council's Doctoral Training Programme. Please check funding with your DTP before applying.

## **Background**

The purpose of the Royal Institution is to connect as many people as possible with science. We've been doing it for well over 200 years and have an international reach, working with world-leading scientists, from Hannah Fry to Carlo Rovelli.

We talk, and listen, to the public. We help scientists talk, and listen, to the public. We develop critical thinking and a spirit of exploration in young people through our educational work.

Our activities include the world-famous CHRISTMAS LECTURES, talks from leading scientists and thinkers, explosive science shows, engaging school programmes, the Faraday Museum, our archival collections, and our innovative digital engagement activities, including live-streamed talks and our YouTube channel, which has over one million subscribers.

We believe that science is transformative. It shapes our world, and everyone should have a say in how it is used in our lives.

## **About the team**

At the Ri, we see digital as a vital way to deepen our relationships with current audiences and increase the reach and diversity of our audiences, as well generating a growing income stream. Our digital channels bring thought-provoking science and our rich heritage to millions of people online, many of whom may never set foot in our iconic historical home in London.

Through our YouTube channel, we have already established ourselves as a world-leader in in-depth, longform science video. Our monthly podcasts are growing fast, and we are growing our online communities, reaching new audiences across all our digital platforms.

These are exciting times for the Ri Digital team, we have just launched a new website for the organisation, continuing to nurture our existing audiences, whilst reaching out to new ones, developing our video and multimedia content.

## **The role of the Digital Media Intern**

Working closely with all members of the Digital Team, the Digital Media Intern will help support the Ri's digital content production and platforms.

There is some flexibility in the role, depending on the successful candidate's interests and experience, and the time of year of the internship. 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 film and livestream events
- Helping manage our YouTube channel
- Helping to develop our podcasts
- Marketing and promotion of our digital content
- Creating and editing 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
- Working on our social media and digital offer around the CHRISTMAS LECTURES
- Being involved in all aspects of video production
- Helping to test and evaluate our digital content
- Assisting with digital marketing campaigns

## **Who are we looking for?**

This placement 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, 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 3 PhD students to join our team for three months, and the internships will each run consecutively from September 2022 through to July 2023, with some flexibility around exact start dates.

The internships will be based within the Digital Team at the Royal Institution in Mayfair, London. This is a hybrid-working role, which we would expect to be based in our offices for at least two or three days each week, with other days worked from home if preferred.

The Ri are unable to supply a computer for you to use at home 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.

For more information about the Ri, the internship programme, and how to apply for this internship, and to download the monitoring form, please see our website at

[www.rigb.org/about/work-with-us/](http://www.rigb.org/about/work-with-us/)

The Ri is an Equal Opportunities Employer.