



The Royal Institution
Science Lives Here

Job profile - June 2018

Digital Media Intern – Professional Intern for PhD Student (PIPS)

12 week internship – September to November 2018 (with flexibility for the right candidate)

Payment through Research Council Stipend

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, who work at the forefront of digital science communication. At the Ri 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 new audiences online, many of whom may never set foot in our iconic home in 21 Albemarle Street.

Through our YouTube channel, which has a global audience of over 400,000 subscribers, we have already established ourselves as a world-leader in in-depth, long-form science video. Our monthly podcasts are growing fast, and we are working to develop our online communities across all our digital platforms.

These are exciting times for the Digital Team, as we grow and nurture our existing audiences, whilst reaching out to new ones, experimenting with alternative formats for our video and multimedia content.

This role will focus on expanding and developing our online audiences, helping to produce and distribute digital science communication content and optimise the user-experience across our digital platforms.

The role of the Digital Media Intern

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

There is some flexibility in the role, depending on the successful candidate's interests and experience.

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

- Updating and optimising our YouTube channel and videos
- Updating our YouTube homepage and playlists
- Identifying possible YouTube partners for collaboration
- Liaising with media partners to promote our videos and podcasts
- Writing engaging and user-focused copy for our website and for our YouTube videos
- Helping to showcase our video production work on the Ri's website
- 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
- Moderating YouTube comments and helping to manage our YouTube platform
- Helping to develop ideas for new video production
- Being involved in all aspects of video production
- Helping to test and evaluate our digital content
- Reviewing our website analytics and making recommendations for how we can optimise our content
- Helping to analyse and review the effectiveness of our digital marketing campaigns
- Assisting with digital marketing campaigns, particularly those around our 2018 CHRISTMAS LECTURES

Who are we looking for?

This placement would be ideal for anyone interested in learning more about digital media and the potential to use digital media for communicating science to 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 the 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'
- Able to develop engaging content for a non-academic audience
- An understanding of the needs and requirements of website and digital users
- Able to work collaboratively in a creative team with a passion for science communication

Practicalities

We are looking for someone to join our team for 12 week placement sometime from September 2018, although there is flexibility for the right candidate.

The intern 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 those PhD students eligible for the Research Council Professional Internship for PhD Students (PIPS) scheme and the intern will be paid by a Stipend from their Research Council.

To apply please send your CV to recruitment@ri.ac.uk, along with a short covering letter, 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 and for closing dates and interview dates, and to download the monitoring form, please see our website at <http://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 <http://www.sciencemag.org/careers/2017/06/through-internships-phd-students-expand-their-skills-and-explore-their-options>

The Ri is an Equal Opportunities Employer

