

Creative Writing Professional Skills Module

Example Placement Projects

Example 1:

Communications Department Student Placement

The primary aim of the placement is to assist the communications team in the delivery of marketing and PR campaigns, and to contribute to the day-to-day running of the department. Example projects may include compiling and writing copy for newsletters, updating information on the website, undertaking and writing up interviews with artists and course participants, and producing content that can be shared on social media. Additional tasks such as research, data entry and surveying customers may also be required.

The student will be working under the direct supervision of the Senior Marketing and Audience Development Manager, who will oversee and support all work. Work will be assigned by or done alongside various members of the communications team, but it will be up to the student to manage their own time and prioritise their responsibilities. Occasionally the student will be expected to carry out work alone, or alongside volunteers.

Key outcomes of the placement

- Producing engaging and creative copy for emails and website; drive customer engagement, ticket sales and brand perception
- Interviews with artists and course participants; to provide the public with a greater insight into the benefits of the many creative opportunities on offer
- Updating web copy; keep the website current, informative and engaging to create a positive user experience
- Producing social media content; to ensure a constant engaging presence across our various social media channels
- Research, data entry and surveying; evaluating the customer experience and gathering insight to inform future planning and activity, and improve efficiency

Example 2:

Digital Content Assistant

To assist in the review and development of SBT's blog presence following the redevelopment of our primary website in 2016.

Duties will include contributing to the consolidation of our existing content, identifying opportunities for new content and acting as a writer, editor and publisher of posts.

Some degree of self-direction will be encouraged, working under the guidance of the Digital team.

Key outcomes of the placement

- Writing, editing and publishing blog posts and managing their dissemination through social media channels.
- Consolidation of our satellite blogs, migrating content into our main website.
- The establishment of a robust program of staff & volunteer content creation - through practical training and support to identify content opportunities.

Example 3:

Telling our story: 'Hospice Care for All'

Purpose: To support the PR & Marketing Team with internal and external communications to help actively promote the Hospice's services and fundraising activities.

Activities will include:

Case studies/testimonials

- Identifying opportunities for development of case studies and testimonials to promote the Hospice
- Interviewing (where applicable) patients and their families, staff and volunteers and general supporters to capture 'their story'
- Developing outcomes of interviews into a suitable format for use across multiple communications channels e.g. blogs for the website, press features or corporate documentation such as Annual Report

Promotional materials

- Assisting the Marketing and Brand Officer with requests for promotional materials (ensuring development of suitable content including photography)
- Assisting PR Officer on transitioning the reporting and writing of the Hospice's internal newsletter 'The Butterfly Buzz' from bi-monthly printed edition to monthly digital format (to enable us to better monitor engagement levels from staff and volunteers)

Website

- Supporting Digital Officer with review of existing website content to ensure it 'tells the Hospice story' in a creative and engaging way
- Identifying ways to use case studies to develop the blog and news sections of the website
Reviewing image library and working with PR Officer to identify opportunities to commission new photography

The intern will be supported and given day-to-day direction and guidance by members of the PR & Marketing Team.

Their overall progress and development will be overseen by the Head of PR & Marketing.