

## University of Manchester Q-Step Summer Project 2018:

### Ref: #24 UoMQStep 2018 Student Inspire Network Social Platforms Analysis

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**Organisation name:** Student Inspire Network

**Team/Department:** Strategy and Insight Team, Research

**Address:** 31 Pencroft Way, Manchester, M15 6AY

**Provisional title for project:** Quantitative data analysis on millennial social platforms

**Abstract:** SIN is a media start-up that aims to provide careers-focused information for millennials ranging from academic to employability videos to inspire, educate, and inspire students to be taking the right steps towards career development. You'll be working the research team to provide support on a large variety of projects. Key roles could include, but not limited to:

- You will be working with our PR and analyst team to response to various data request from colleagues and clients.
- Using key analytics tools, you'll work to spot definitive trends across different sectors and data-drive decisions.
- Analysing business datasets to help SIN develop an understanding of which clients to approach and coming up with social campaigns for student engagement and retraction.

**Key words:** media, careers, start-up, communication, research, quantitative analysis, web analytics, digital development

### Essential and desirable skills:

**Essential skills:** Teamwork; ability to identify and summarize key themes; flexible learning; analytical reasoning; MS Office including Word, Excel and Powerpoint.

**Desirable skills:** software developing experience; public speaking.

**Where the work will be carried out:** Manchester

**Preferred selection method:** Interview in Manchester

**Support and training offered by the organisation:**

Training and support on projects; opportunity to network and develop skills.

At SIN we have commitment to support and development of talent within the team, allowing everyone to get involved in a myriad of roles. As an intern you will be involved in the day-to-day operations of client acquisition, gaining unique experiences and exposure to the making of a successful business. We'd be happy to have you join the SIN team and help us take our services to the next level/ help us grow to our full potential.

**Supporting information:**

SIN is 20+ team comprised of editors, journalist, social media managers, and editors. We work with clients in the finance, law, and tech sector. We would be glad to provide a reference at the end of the placement. We find passion in what we do and we are always looking to add to our team!

**Financial assistance offered by the organisation:**

At the moment we will not be able to pay the student a stipend, but we can cover travelling and hotel fees when going to shoots, conferences, and client meetings.