University of Manchester Q-Step Summer Project 2019

Ref: #6 UoMQStep 2019 Student Inspire Network - Millennial Platforms

For enquires, contact Dr Martin Prowse, martin.prowse@manchester.ac.uk (Lecturer) or the Q-Step general email – q-step@manchester.ac.uk

Organisation Name: Student Inspire Network

Team/Department: Strategy and Insight Team, Research

Address: 61 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:

- 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 (up to 12): media, careers, startup, communication, research, quantitative analysis, web analytics, digital development

Essential and desirable skills that the student would need to have:

Essential: Teamwork, ability to identify and summarize key themes, flexing learning, analytical reasoning, Microsoft Office, Microsoft PowerPoint

Desirable: Software development experience, public speaking

Where the work would be carried out: 61 Pencroft Way, Manchester M15 6AY

Preferred selection method (interview or other method): CV, cover letter, final interview in Manchester

Interview preference (on campus, remote, in your office): Campus / office

Support and training offered by the organisation:

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 the join the SIN team and helps us take our services to the next level/ help us grow to our full potential.

Any issues of data confidentiality and/or IPR that would need to be resolved:

N/A

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