Digital Campaigns and Marketing Internship

The Womb Room

2 St Philips Place, Birmingham, B3 2RB

www.thewombroom.co.uk

About the organisation

The Womb Room was founded to provide women with reproductive health problems, from endometriosis to infertility and everything in between, with the knowledge, resources and community to redefine what womanhood means to them. We positively support women by providing free online access to brands, professionals and community. We aim to empower women to understand their bodies, grow their community of support and proactively manage their health.

In September we launched our #REALTALK event series to provide women with spaces for open, honest and unapologetic conversation about women's bodies and lived experiences to help break down the barriers to discussing topics we're often discouraged from exploring in both public and private spaces.

We're always looking for new opportunities to connect with people/ organisations who we can work with to encourage women to disrupt social and cultural norms surrounding the narrative of womanhood and reach as many women as possible.

Over the next few months we're looking to get as many women as possible involved in our online community while we build our new website. We're holding a series of digital events through Facebook live to connect women with professionals from different areas of women's health to encourage discussion and learning and change the narrative about women’s bodies and reproductive wellbeing.

The Internship

According to the National Institute of Health and Clinical Excellence nearly EVERY WOMAN In the UK will present with a reproductive health problems at some point during her lifetime. As part of our ongoing work to increase awareness about the widespread impacts that Reproductive Health problems such as endometriosis, PCOS, fibroids and infertility have on the lives of young women we’re launching a digital campaign to complement our monthly digital and physical event series #REALTALK.

We want to use digital spaces in creative and inspiring ways to disrupt the conversations around women’s health, break down barriers, smash taboos and raise awareness about the work we’re doing. By increasing
effective engagement through our social media channels and Bi-weekly newsletter we’re seeking to build a community of women to spread the word, share their knowledge, experiences and networks. We want to focus our digital campaign on 3 key areas;

- Increasing awareness of reproductive health problems and their impacts through digital events, knowledge sharing, weekly polls, story capturing and multimedia.

- Encouraging community and engagement by increasing subscribers to our bi-weekly newsletter & attendance at our monthly events through disruptive, creative and emotive digital marketing.

- Fostering relationships with key influencers, brands and organisations that young women engage with to increase our reach, normalise conversations about women’s bodies and women’s health and encourage women to redefine what womanhood means to them.

Through the digital campaigning and engagement you’ll also have an opportunity to help shape the development of our new website and spearhead engagement and membership.

We’re keen to build a service around the needs, interests and voices of young women across the UK and you’ll form an integral part of shaping that vision.

**Key outcomes**

**Events:**
- Oversee digital engagement and promotion at our monthly event #REALTALK in London
- To capture opinions, feedback and video/ soundbites throughout the event from attendees, panellists and professionals and use these to develop help form part of the ongoing marketing and awareness campaign across multiple social media platforms
- To conduct surveys at our 3 upcoming events and produce a balanced report on the event
- To encourage engagement, participation and learning with online and offline audiences

**Online:**
- To support with the development of an effective online engagement strategy aimed at young women aged 20-29
- To develop disruptive, witty and personable approaches to engage a wider online audience
- To support in developing relationships with key social media influencers, celebrities and public figures.
- To deliver our Bi-weekly digital newsletter increasing women’s knowledge of issues affecting their reproductive wellbeing, keeping them up to date with our work and encouraging engagement in weekly twitter polls, story sharing and awareness raising.
- To support in increasing our database of young women through effective digital marketing and campaigning using different forms of multimedia.
**Development opportunities:**

You'll have the opportunity to develop your marketing, presentation and analytical skills during the 10 week placement.

Interns will gain valuable learning experiences and have plenty of opportunities to network and learn from leaders, experts and change makers within the women’s health sector including our Director Saschan Fearon-josephs. You’ll also get to liaise with our partners in Amsterdam, London and New York.

In addition to weekly learning reviews you’ll be able to directly shape the development of new products and digital services for women. You’ll be offered the opportunity to present your work digitally and physically to our audience and our partners to showcase your talents and demonstrate the impact your work has made during the 10 week placement. More importantly you’ll gain first-hand experience of the ways in which effective digital engagement and campaigns can positively change women’s lives.

We’ll support you to undertake relevant training to the role as this becomes available.

**Other Information**

We’re looking for someone with great attention to detail, passion for changing the world and lives of women through creative and disruptive mediums in both physical and digital spaces and a flare for social media!

The role will be based in our Office in Birmingham 2 days a week although there may be travel around the city and in London for meetings, networking and delivery of events which form an important part of our marketing strategy.

You’ll be supported by our Director Saschan Fearon-Josephs and a remote team of medical professionals and contributors.

**Timescales and Location**

This is a 20 day part-time voluntary internship to take place in the autumn term for no longer than 10 weeks in duration. We are looking to work with the intern between October – December. However we are flexible and can work around the intern’s timetable (e.g. students can work 1 or 2 days each week for up to 10 weeks).

You’ll be based in our office in Birmingham.

**Salary:**

This is a 20 day part-time voluntary internship. All travel costs associated with the role will be reimbursed and lunch will be covered.

**To Apply**

If you’d like to join our Reproductive Revolution send a cover letter outlining why you’re the best person for the role and a copy of your CV to: hello@thewombroom.co.uk

**Deadline date to apply:** Sunday 22nd October 2017