The Biotechnology and Biological Sciences Research Council (BBSRC) is offering an exciting opportunity for a fully funded Professional Internships for PhD Students (PIPS) in Biological sciences. This three-month professional internship can be as one or several blocks starting from May 2024.

Mode of work: Hybrid, remote option is possible.

**The internship will be conducted at SAMASTAR LTD, a biotech company in Edinburgh.**

**Project title:**

Market assessment and stakeholder analysis of domestic and global bioprocessing markets and generation of digital content and dissemination materials to interact with potential customers and promote science to the general public.

**Description:**

We are seeking a highly motivated and detail-oriented student to join our team in May. The intern will perform market assessment and generate dissemination material to engage with stakeholders. Besides, the intern will organise public engagement event to promote science to the general public and students.

This internship opportunity is designed to provide valuable experience in conducting comprehensive market research and analysis. The selected intern will work closely with our team and contribute to our route-to-market plan. This unique opportunity is also designed to provide hands-on experience in developing high-quality digital content across various platforms. The selected intern will collaborate with our skilled team and contribute to the creation of engaging content that captivates our audience.

**Responsibilities:**

1. Conduct in-depth research on biotech companies and academic institutions specialising in bioprocessing and fermentation to identify opportunities and potential customers.
2. Prepare excel sheets of potential stakeholders’ details and prioritise them.
3. Monitor and track competitors’ activities, product offerings, and pricing strategies.
4. Prepare materials and planning for a public engagement event to promote science and mentor a high school student to organise the activity.
5. Be involved in research papers data collection to discover new methods of monitoring and the potential to be part in publishing a paper about monitoring technologies for cell culture.
6. Prepare reports and presentations summarising research findings and recommendations.
7. Develop content strategies that align with the company's goals and target audience.
8. Create engaging and visually appealing digital content, including but not limited to blog articles, social media posts, videos, infographics etc.
9. Write compelling, SEO-friendly copy for blog articles, website pages, and promotional materials (SEO training will be provided).
10. Develop creative and attention-grabbing visuals to accompany digital content using graphic design tools like Canva.
11. Edit and proofread content to ensure accuracy, clarity, and adherence to brand guidelines.
12. Contribute to brainstorming sessions and creative discussions to enhance content quality and engagement.

**Key requirements:**

1. Currently pursuing a PhD degree and interested in marketing, business management, copywriting, design, or any related field.

2. Strong analytical skills with the ability to gather, interpret, and analyse data effectively.

3. Familiar with market research techniques and tools, if not, the student should be willing to learn and gain new skills.

4. Proficiency in Google sheets, docs and slides.

5. Knowledge of data visualisation and graphic design tools is a plus.

6. Prior experience or coursework in market research, consumer behaviour, graphic design or copywriting is preferred.

**7**. Excellent written and verbal communication skills.

8. Detail-oriented and able to handle multiple tasks and deadlines.

9. Strong organisational skills with the ability to work independently and in a team environment

**Benefits for PhD students:**

* A chance to try out a particular professional area; to test career goals and get an idea of what a job really involves. This will help students make informed career choices in the future and dispel any misconceptions.
* An opportunity to develop employability by learning through high-quality work experience in a non-academic setting.

**Cost:**

* This professional internship is funded by the BBSRC as part of the PhD, with students continuing to receive their PhD payment as normal.

**Timescale:**

* 12 weeks in a single block or multiple shorter blocks.
* Flexible – anytime so you can make them a part of your business priorities.

Please send CV and cover letter to admin@samastar.co.uk