

Digital Marketing Internship Opportunity

Industry: Digital Marketing

Sector: Healthcare

Business: Healthcare Marketing

Internship Role: Digital Content Creation & Optimisation

Website: www.1B2K.org.uk

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Internship Details

Background

In the UK, 2.5 million people have back pain every day of the year and results in a total cost of £12.3 billion (22% of UK healthcare expenditure). More needs to be done to meet the needs of people with back pain. Knee and joint pain is also extremely common. In one national survey, about one-third of adults reported having joint pain within the past 30 days. Knee pain was the most common complaint, followed by shoulder and hip pain, but joint pain can affect any part of your body, from your ankles and feet to your shoulders and hands.

While these conditions may not be life-threatening, back, knee and joint pain can cause considerable distress and adversely affect mental health, as pain affects one's mood, sleep, mobility, role within the family, ability to work as well as other aspects of life.

Problem: There are very few websites around that are focused on addressing back conditions by way of providing clear, straightforward and trustworthy information. There are even fewer sites that are dedicated to addressing all 3 i.e. Back, Knee and Joint conditions.

Mission: 1B2K.org.uk's mission is simply to provide the highest quality health information available on the web in a manner that is easy for users to access and use. For patients, this translates into confidence at their next appointment. Being a more educated patient leads to better communication with their doctor and better health outcomes.

Vision: High quality, easily accessible and trustworthy health information is a vital component of the healthcare decision making process. Providing meaningful and dependable information in an efficient format has never been more important than in today's fast-paced environment. It is a critical service and 1B2K.org.uk is proud to participate actively in this worthy endeavor.

Intern(s) Task

Within the 1B2K website, there are 3 topical categories: i). Back Concerns, ii). Knee Concerns and iii). Joint Concerns. Within these 3 categories are 17 sections where content is to be created. For example, within the category Back Concerns, there are 6 sections: Neck Pain, Upper & Mid-Back Pain, Lower Back Pain, Buttocks & Leg Pain (Sciatica), Back Conditions A - Z, Back Friendly Exercises.

The intern(s) will work with a team of specialist digital marketers and under the teams guidance and training will have the opportunity to take a leading role in the creation and optimisation of content for each of these 17 sections.

General process

1. Information to go on each section of the website will either i). already have been sourced, in which case the intern proceeds to the next step of the process; or ii). information will require sourcing, in which case the intern will be given links to websites where they will research and source information about the assigned section. Information will be sourced from select websites, one of which is the NHS website.
2. Once information for a section has been sourced, it will be reviewed and discussed, key points relevant to the reader/target audience will be highlighted and keywords/terms will be identified for SEO purposes.
3. Create a keywords list using keyword tools such as Google analytics (training provided).
4. Compile the final written content for the assigned section, with keywords incorporated in the text and a check for plagiarism is completed to ensure the content is 100% unique.
5. Once a section is completed it will be sent to a medical specialist for review.
6. Once the review is completed the content is uploaded online.

Time commitment required

We propose two (2) weeks to complete one (1) section.

Week 1. The intern will spend time researching and sourcing information about their assigned section. At the end of week 1, the sourced information will be reviewed and discussed, key points relevant to the reader/target audience will be highlighted and keywords/terms will be identified for SEO purposes (step 2 of general process).

Week 1 time commitment (10 hours):

→ 1 - 2 hours per day reading and researching information on the assigned section.

Week 2. The intern completes steps 3 to 5, and in doing so successfully completes the digital content creation and optimisation assignment for their assigned section of the website. (If an intern's career interest is geared towards content delivery then they can also be involved in step 6 which is the use of Content Management Systems (CMS)).

Week 2 time commitment (10 hours):

→ 1 hour to review the text content created in steps 1 and 2;

→ 2 hour training session for the use of keyword tools

→ 2 hours creating a keywords list for the assigned section (step 3)

→ 5 hours to compile the final written content for the assigned section (step 4)

Summary

- ★ 3 Topical Categories
- ★ 17 Sections
- ★ 2 weeks to complete a section
- ★ Approximately 20 hours in total per assigned section
- ★ Ideally 1 section completed per intern over a 2 week duration
- ★ Ideally 4 Interns recruited for this internship though happy to take on more if the response is such