

## General Information

**Internship Title:** Research Executive

**Full or Part time:** Part-time

**Start date\*:** 19 July 2022

\* Start date can be indicated by a partner but is only confirmed after an offer has been made and has been agreed by the student.

**Internship Location:** Remote

**Company Name:** Flex MR

**Department:** Research Operations

**Company Address:** Unit 3, Shoreline Business Park, Milnthorpe, Cumbria, LA7 7BF

## Who are the interns going to work with?

FlexMR is the insights empowerment company. We help our commercial clients act decisively, stay close to customers and embed agile insight at the heart of every decision. We deliver this through our InsightHub platform – a central online space for surveys, focus groups, diaries, communities and creative qual – and a flexible approach to consultative and insight delivery services.

## Internship project

We are seeking an intern to develop, field and analyse a survey research project on the role of 'empowerment' in social, political and commercial communities. The research project will be fielded through the FlexMR InsightHub platform and involve project scoping, survey scripting, video question programming, analysis and reporting to an internal audience.

The intern will also have the opportunity to work directly within our client-facing operations team to support our commercial research projects for household UK brands. While this work will be varied, it will typically involve organising sample recruitment, fielding online qual and quant projects, analysing data and supporting senior team members in debriefs.

## How is the intern expected to spend their day?

FlexMR operate a hybrid model of work. The research team work primarily from home, with two set days at our Milnthorpe head office per month. While it is expected that the intern will have an adequate home-working space, FlexMR will supply all relevant equipment for the role, including a secure laptop with access to company systems and space within the Milnthorpe head office for company-wide office days. All new staff at FlexMR, including interns, go through an initial onboarding phase – which involves regular training sessions with key members of staff and shadowing exercises. The intern will also have access to a ring-fenced professional development budget and resource allocation (8 hours pro-rata) per month, which can be applied to, such as:

- continuous professional development (CPD) programmes.
- courses, internal & external, that enhance skills through technical training or skills.
- courses, both internal and external, with a specific management focus.
- courses leading to a relevant professional or academic qualification.
- other recognised forms of training such as shadowing, mentoring, coaching, self-led reading and e-learning as agreed with a line manager.

FlexMR also operate an ongoing mentorship programme, which pairs junior members of staff with senior leaders in the business to support new skills and professional development.

## Skills and Experience Required

We would expect a student to be highly analytical, numerate and be willing to contribute to our client advisory capacities. As the internship will involve client-facing activities and communication with research participants, we expect the student to be a good and enthusiastic communicator.

Further, we would require that a student has an interest in qualitative and quantitative market research, has developed communication and project management skills, has the capacity to work independently and as part of a team.

While previous market research experience is required, we would expect prior experience in data fieldwork and analysis.

#### How to apply for this role

If you are interested in applying for this opportunity, please email Gareth Bowden, Head of Operations [gareth.bowden@flexmr.net](mailto:gareth.bowden@flexmr.net) for information on how to apply.

The application deadline is **8 July 2022**.

## General Information

**Internship Title: Socio-Political Macro & Cultural Forces of Change Internship**

**Full or Part time:** FT or PT (flexible)

**Start date\*:** Aug/Sept 2022

\* Start date can be indicated by a partner but is only confirmed after an offer has been made and has been agreed by the student.

**Internship Location:** UK / London

**Company Name:** Firefish Group

**Department:** Futures and Sustainability

**Company Address:** 170-172 Tower Bridge Road, London, SE1 3LS

## Who are the interns going to work with?

Firefish is a cutting edge global strategic insights agency with offices in London, New York & Los Angeles. Having started life as an innovative qual youth insight agency in 2000, we have grown into one of the largest independently owned insight agencies in the world, bringing deep human understanding to the heart of the strategic decision-making process for some of the world's biggest businesses and brands. The Firefish Group includes a number of brands, including the Numbers Lab (a quantitative insights agency), The Pineapple Lounge (focussed on kids & teens - Generation Alpha & Gen Z) as well as the original Firefish qualitative business.

In recent years the group has expanded its offer to clients to include more strategic & consultative offers, including Cultural Insight and now Futures (Forward-Looking Growth & Innovation Strategy) and Sustainability (Strategy, Communication and Innovation). Our Futures, Sustainability & Cultural Strategy team is a small but growing part of the Firefish Group. We spend our time identifying macro, consumer, cultural & category-level shifts via a multitude of techniques & data sources (quant market data, desk research of publicly available sources, expert interviews & semiotic analysis to name a few) to get under the skin of the changing nature of society, culture, technology & more. We analyse these alongside other data & frameworks (e.g. client data, primary research) to create transformational strategies & innovation for our clients. We work in our small "studio" team for the most part, but most projects also involve other parts of the Firefish Group. Typical outputs are a set of new growth opportunities & related innovation roadmaps, a set of cultural territories with fresh recommendations on brand purpose, strategy & marketing communication, or new product & service propositions that have been co-created with the client and/or consumers.

## Internship project

We are looking for a couple of interns to help develop perspectives on the key social, economic and political forces of change that are likely to impact the future operating environment for businesses and brands over the next 10 years.

The primary outputs of the work of the interns will form part of a proprietary knowledge base (The "Firefish Forces of Change") we are building at Firefish to underpin our work on strategic foresight and cultural insight, by providing an initial go-to resource for rapid scanning of global social, technological, economic, environmental and political shifts that could impact the future business and consumer environment over the next 10 years or so.

Ideally one intern would focus more on the future economic context and drivers of change, while one will focus more on the shifting political landscape and drivers of change. Both would also feed into the social drivers of change.

Expected output at the end of the internship would be a series of 15-25 or so drivers of change in the specified area, capturing the key potential and likely economic or political shifts, and each backed up with evidence (data, projections and example manifestations in the world today). Outside of this key project, each intern would also get the chance to contribute to our understanding of social drivers of change as well

as getting involved in brainstorming and initial analysis for ongoing client projects, thereby giving them experience of the kind of work that gets commissioned by clients, and the kinds of inputs and outputs we prepare for clients in the business, marketing, brand strategy & innovation space.

You will also be integrated into the wider Firefish Group culture for the length of the internship to get a proper first-hand experience of working in the strategic consulting and insight industry within one of the UK's leading mid-sized agency and seeing the kind of work that gets delivered to clients as diverse as Unilever, Diageo, Ralph Lauren, Pinterest and Google.

### How is the intern expected to spend their day?

The interns will report into the foresight and cultural insight studio and be mentored throughout by our head of Futures Lloyd Burdett, who has over 20 years' experience in the strategic foresight, growth strategy and innovation space, from a career that has blended time in the private sector as well as central Government. Further support will be provided by more junior and mid-level members of the team who will act as "buddies" to the interns and be able to guide on more day-to-day tasks and culture within the business.

During the course of the internship, we will also seek opportunities to give the interns first-hand experience of being part of the broader insights and consulting team, working on initial analysis and brainstorming sessions on client projects, as well as participating in any relevant client workshops and related working sessions.

Interns can be provided with a company laptop for the period of their internship if they need it, as well as access to our office and related facilities (desks, printers, copiers, meeting rooms etc) in Tower Bridge Road Central London.

### Skills and Experience Required

Ideally candidates would:

- Have excellent written and oral communication skills;
- Have excellent desk research / evidence scanning skills;
- Be able to synthesise findings from a diverse range of (quantitative and qualitative) data sources;
- Hold a background in economic, social and / or political science and related disciplines;
- Be comfortable with desk research and simple data analysis (no complex data analytics required);
- Be comfortable presenting their ideas & findings and contributing to small group discussions;

### How to apply for this role

If you are interested in applying for this opportunity, please email Lloyd Burdett, Board Director, Head of Futures & Sustainability, [lloyd@firefish.ltd.uk](mailto:lloyd@firefish.ltd.uk), for information on how to apply.

The application deadline is **8 July 2022**.

## General Information

**Internship Title:** Economist

**Full or Part time:** Full Time

**Start date\*:** September 2022

\* Start date can be indicated by a partner but is only confirmed after an offer has been made and has been agreed by the student.

**Internship Location:** Sale, Manchester

**Company Name:** National Residential Landlords Association

**Department:** Policy & Research

**Company Address:** 212 Washway Road, Sale, Manchester, M33 6RN

## Who are the interns going to work with?

The NRLA represents the interests of landlords in the private rented sector (PRS) across England and Wales. The NRLA has over 90,000 members, ensuring landlords have a unified voice in Whitehall and Cardiff. We advocate using evidence-backed positions to achieve our goals. These goals include creating a positive public perception around landlords. In doing so we reinforce the vital role landlords have in supplying homes across England & Wales.

## Internship project

There is an assumption among policy makers that the PRS crowds out owner occupation. There is also an assumption that the private rented sector adds nothing to the national economy. The conclusion is that the economic effect of private rented housing is simply one of substitution. We wish to challenge that view, and this Internship will provide the first stage in presenting that challenge.

The Internee will:

1. Work alongside staff members to produce a “economic map” of the PRS, identifying key stakeholders who provide sector leadership, economic activity, innovation and investment – identifying any locations where agglomeration is a feature.
2. Use guidance set out the Magenta Book and Green Book (HM Treasury) produce a Scoping Report detailing how the economic value (GVA and jobs) and additionality (investment and innovation) the PRS generates can be calculated, aggregated and presented.
3. Use the Scoping Report to set out the methods which will guide the NRLA and any contractors in developing an economic impact calculation. This will include recommendations and best practice in: existing data sources (e.g. statistical agencies, published accounts); primary research (surveys); interviews and consultations with key stakeholders; modelling and calculations.
4. Produce a Scoping Paper which will provide the basis of subsequent research. The intern will NOT be undertaking the research themselves but producing best practice guidance (toolkit) across primary, secondary and desk-based research methods.

## How is the intern expected to spend their day?

Interns will meet weekly face-to-face with their assigned mentor Nick Clay who leads the NRLA's research function. This will be to discuss progress, emerging issues and to identify industry/sector contacts, data sources as necessary.

The company has moved, post-pandemic, to a hybrid working model. The intern will be encouraged to visit the office at least twice a week. Nick will be in the office on those days.

Nick will also reach out via MS-Teams on a daily basis. There will be an expectation the intern will work during normal office hours.

They will go through a short induction programme. Because of the political nature of the organisation the intern will be fully briefed on expectations regarding the use of company email and online access.

In terms of wider development and opportunities, the intern will have opportunities if they so wish to be involved in other projects – we run quarterly research programmes using industry platforms. We also manage research projects delivered by external agencies. The intern will be invited to participate as a team member.

The intern will be given full access to the company's HR department to resolve any issues arising from their internship.

Interns will be given full key-card access to the company's Sale office which is handily located for public transport. The office is open between the hours of 9am and 5pm. The office is fully accessible. There is a free car park and we can arrange a parking permit on request.

They will receive a lap-top on loan and access to the company's shared drive. We can also facilitate a loan of a display screen and keyboard on request. We will provide access to our commercial survey platform (Qualtrics) as well as our previous research reports. In the office there is access to meeting rooms, whiteboards, A/V equipment etc. There is full internet access and wi-fi. The intern will be able to set up meetings and discuss the project with NRLA employees across the business (Policy, marketing) to further their understanding of PRS-sector innovators.

Please note the NRLA takes accessibility and equality issues seriously and any specific needs will be catered for.

### Skills and Experience Required

The successful candidate will:

1. Have detailed knowledge in the field of evaluation and impact
2. Be familiar with the Theory of Change and application of methods set out in the Magenta Book and Green Book. Ideally, their PhD will be in the area of economic impact/welfare economics/Cost-Benefit Analysis or similar.
3. Understand how market research methods can be used to evidence assumptions around the concepts outlined in the guidance referenced above.
4. Understand when and where a range of other data collection methods are most applicable.
5. Have knowledge of best practice and published research in economic impact and evaluation
6. Be aware of the need to use calculations which align with the above guidance and impact evaluation studies.

### How to apply for this role

If you are interested in applying for this opportunity, please email Nick Clay, Head of Research [nick.clay@nrla.org.uk](mailto:nick.clay@nrla.org.uk) for more information on how to apply.

The application deadline is **8 July 2022**.

## General Information

**Internship Title:** Research Assistant

**Full or Part time:** Full time

**Start date\*:** June/July 2022

\* Start date can be indicated by a partner but is only confirmed after an offer has been made and has been agreed by the student.

**Internship Location:** London (remote)

**Company Name:** Bulbshare

**Department:** Research

**Company Address:** 3-5 Hardwidge St, London SE1 3SY

## Who are the interns going to work with?

Bulbshare brings the world's biggest brands closer to their customers than ever before. By building always-on global consumer communities, we put customer voice at the heart of operations, enabling more successful products and services with better market fit.

Bulbshare's global insight communities drive 1000s of real-time responses every day in over 50 markets worldwide – allowing the organisations we work with to make more agile, reactive and customer-led decisions. From product heatmapping to virtual workshops to AI response analysis, our technology is changing the face of consumer insight and revolutionising how brands develop products. And our model for customer advocacy is re-shaping the landscape of influencer marketing.

We build customer communities anywhere in the world, from any consumer segment. And, with clients ranging from Nestlé and Unilever to eBay, Samsung and Coca-Cola, we deliver daily insights that change the way the world's biggest businesses operate.

## Internship project

We are currently building from the ground up, a small community of passionate people (50-100 everyday customers) who are interested in and are actively engaged in sustainability. There will be a range of weekly tasks and activities for the community members to become involved in (e.g. ideas box on how to get more people engaged in sustainability and using their social media channels to create content). We are therefore looking for someone with a passion in this area who can help us pull together regular findings from the community, but also act as a key port of call for the community members, creating content for them, responding to them, engaging in general, and ensuring that output quality remains high.

This will be the primary concern for the intern. However, if there is not sufficient work to keep them busy on this, we also have another small community of football fans that we are setting up, that may need some secondary help on.

## How is the intern expected to spend their day?

They will be provided with a point of contact for the duration of their stay with us, who will be on hand to answer any queries about anything. In addition, they will be working closely with the project co-ordinator, who is running this community. This person will be their day-to-day contact, and will work closely and collaboratively with them to ensure we keep things on track and produce outputs that are sellable.

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They will receive an onboarding from multiple members of the team to ensure that they are up to speed with the different company functions and roles and responsibilities.

## Skills and Experience Required

They should have an interest in a sustainability-related field/study area. They must be able to analyse qualitative data from our small community and turn it into written outputs (i.e. summaries of what is being said). Having an interrogative mind is also useful, in being able to ask questions of our members on a regular basis.

Proficiency with the working suite of Word, PowerPoint, Excel will be needed to analyse and share data. Any further skills beyond this in terms of video editing and suchlike will be most welcome.

## How to apply for this role

If you are interested in applying for this opportunity, please email Darren Till, Research Director at [Darren.t@bulbshare.com](mailto:Darren.t@bulbshare.com) for more information on how to apply.

The application deadline is **8 July 2022**.