**Grad DNA Internships**

In preparation for expansion, Grad DNA is looking for two interns to join them over the summer for 8 weeks.

There are two types of internships available, one focusing on brand & promotions and the other in product development. You will be assigned to a staff member to work with on projects to help improve and develop processes within your field.

**Intern – (Student!) Brand Ambassador**

We want you to educate your fellow peers about Grad DNA and how it can help in their search for an internship or graduate role. Psych testing is one of the biggest (and scariest!) unknowns in the job hunting process – Grad DNA provides graduates with an opportunity to take (as well as practice) a range of tests and assessments. The clever bit is that whilst you’re building your profile, you’re being matched to employers and schemes.

* Act as a front line brand ambassador for Grad DNA on campus.
* Engage with current students through all available communication channels to promote the Grad DNA brand (e.g. distributing flyers, social media, develop marketing campaigns and promotions).
* Think up entrepreneurial ways to raise awareness of the Grad DNA app across your University (and other universities) and to generate downloads.
* Act as Grad DNA’s point of contact with the University career departments and societies.
* Deliver engaging and interactive demonstrations to students.
* Track your progress and maintain a log of what is working, striving to continuously improve.
* Develop the internship into something more permanent – show us what you are made of!

**Intern – Product Development**

We have developed a great app, but does it have all the features that students want to see? What improvements could be made, how easy and costly would they be to implement and which ones would provide the user with the most improved experience?

* Working closely with the product and engineering teams to collect student and customer feedback to help guide development of new products and feature.
* Champion the user and be their voice at all times. Follow and adhere to a user-centric design philosophy.
* Help shape the UI design across different projects in a fast paced and exciting environment.
* Be aware of emerging trends and take an interest in data driven design.
* Help plan and execute research activities as required to help ensure solutions are insight driven and truly user-centric.
* Collect and analyse user behaviour data through a variety of channels, such as user testing, semi-formal interviews, observation, surveys, A/B testing and log analysis.
* Development and documentation of test methods to achieve test goals.
* Effectively communicate results and illustrate suggestions to product teams focussing on ease of implemention versus User benefit.
* Collaborate with the content team to measure the impact of copy changes.
* Help develop further products based around existing Grad DNA assets, promote your own ideas and show us what you are made of!

**What we’re looking for…**

* Our internships would suit students currently studying toward a marketing, business, computer science or a related degree. An interest in marketing or technology is essential.
* A willingness to learn and work as part of a team.
* Be a positive, confident & communicative individual who shows initiative and is confident when dealing face-to-face with other students.
* Proactive and organised.
* Driven and results oriented.
* Be excited to be a part of a start-up and constantly seeking new and innovative ways to promote Grad DNA.
* Engaging individual with the ability to promote the app through connecting and empathising with people from all backgrounds.
* Show a passion for the product.

Both internships will take place over the summer 2016 and are open to students due to graduate in 2017 or 2018. Recent graduates will also be considered for an 8 week assignment with the potential to extend beyond the summer period.

**Roles Info**

Start Date: June 2016

Hours per week: 40 (9:00-18:00)

Pay: £8.50/hr

Location: Central London, Southwark

If you have any questions, or wish to apply, please contact [applications@grad-dna.com](mailto:applications@grad-dna.com).

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