

PROJECT TITLE

Evaluating the communications campaign for RRS Sir David Attenborough; A New Polar Research Ship for Britain

PROJECT DESCRIPTION

In 2015, Britain invested £200M in the design and build of a new state-of-the-art polar research ship and the modernisation of five Antarctic research stations. The British Antarctic Survey Communications team worked with partners to develop and deliver a series of activities that form an integrated communications campaign – RRS Sir David Attenborough: A New Polar Research Ship for Britain. Activities were designed to reach out to a number of audiences. The ambitions were to gain widespread recognition that the UK’s investment in a new polar research vessel and its associated projects will enable world-class science that advances knowledge for society; and to generate a sense of national pride in a new polar ship for Britain by creating excitement about its commission, construction, operational and science roles. The campaign used milestone moments as the focal points – starting with a keel-laying ceremony in 2016 and progressing to the hull launch in 2018, the ceremonial naming in 2019 and now plans are underway for a pre-COP26 climate talks event in London (October 2021). These key moments aimed to build audiences, create informed advocates for UK science, and stimulate a long-term connection to science, engineering and technology. We now want to measure if we were successful in meeting our ambitions, by inviting an intern to analyse the data collected since 2016 to measure the impact of these communications activities.

SUGGESTED LENGTH – 3 months

JOB DESCRIPTION

The successful candidate will be required to analyse the data collected from all four milestone events; media and social media coverage and other key events that formed the campaign for the RRS Sir David Attenborough; A New Polar Ship for Britain. The role will involve understanding the objectives of the communications campaign and using the OASIS evaluation tool to measure success.

WHAT ARE WE LOOKING FOR?

The candidate will ideally be proficient with IT systems and have an awareness of the media and social media landscape.