

## **Reflections from our interns:**

**Name:**

**Rofiqul Islam**

**Current role:**

**Communications Intern**

### ***Why did you become a Health Foundation Intern?***

Because as a fresh English Literature graduate, I knew I wanted to work in comms. Becoming the comms intern at the Health Foundation was the perfect place to explore what was once a general interest but has now become an informed, calculated career decision. Working in the comms team, I had the opportunity to work across different teams from External Affairs to Digital and Editorial, widening my understanding of the different aspects of comms.

This allowed me to play a role in supporting the comms function of the Health Foundation, which ensures the Health Foundation's work, messaging and identity is seen and heard by the outside world.

### ***What did you do?***

I worked very closely with the Digital and Editorial team who manage the corporate website, social media channels and microsites. This meant helping plan and write social media content, leading on scheduling and reporting on the performance of our social media and website content. I also worked closely with external agencies to improve the design and functionality of the website and support the roll out of multiple microsites.

My writing and editing skills were put to the test writing internal communication posts, project and publication pages for the website and supporting on copyedits for key outputs. As someone with a strong interest and desire to develop my digital communication skills and a love for writing, this internship gave me all the opportunities I needed.

### ***What do you enjoy most as an intern?***

Being listened to is key. Throughout this internship, my concerns, priorities and interests have always been listened to, genuinely considered and addressed. I would strongly recommend this internship to anyone who is looking to develop themselves and be surrounded by people who hold their development as a priority.

Being able to lead on tasks was also key. It was one thing to start working on the website, or to support on social media. But this internship went to another level for me when I could lead on key tasks. This allowed me to really develop my skills and has given me the vision and clarity to go and seek my next challenge with confidence.

**Name:****Maeve Gordon****Current role:****Digital Communications Officer****Interned in:****Communications team in 2019*****When did you become a Health Foundation intern?***

I joined the communications team in March 2019 after finishing a degree in modern languages and working as a support worker for adults with learning disabilities. With a keen interest in health and social care, I wanted to gain relevant communications experience across external affairs, digital communications, social media and marketing, and to help disseminate and maximise impact from the important work of a leading organisation like the Health Foundation.

***What did you do?***

During my 9-month internship, I had the opportunity to work across all the communications team functions (Digital & Editorial, External Affairs, Marketing), and so on a broad range of tasks. For instance, I worked with colleagues and an external digital agency as part of a research project to gain insight into our key audiences and how they interact with the Health Foundation across our channels, to inform our future comms work. I also provided support with running our 2019 Annual Event, as well as collaborating with fellow interns in the Research and Policy teams to organise fringe panel sessions to coincide with the event. My other responsibilities included producing and distributing two regular internal newsletters, and daily management of engagement on our social media platforms.

***Which skills did you develop during your internship?***

Working across the entire comms team have me a lot of great exposure to its different specialisms. As well as further developing my skills in written and verbal communication, analysis and organisation, working within the different functions equipped me with a high level of flexibility to respond to changing needs and priorities, writing engaging and tailored content across our various channels and deliver high-impact analysis to our stakeholders.

I was always encouraged to attend a range of training opportunities and conferences, and through these I was able to really develop my digital communications skills. There was also a great mentoring scheme for the duration of my placement, in which I received excellent support from a member of my team, who ensured my ongoing personal and professional development. I would recommend this internship to anyone pursuing a career in communications – I got a huge amount out of my internship and felt extremely valued by an incredibly ambitious and talented team.