

## Placement, outreach and engagement (PS376) Mindsum CIC (Ref: MS2627)

• Organisation Name	Mindsum
• Department/Team	Marketing
• Organisation Address	Paragon House, Old Trafford, M16 0LJ (Online, remote)
• Provisional title for the placement project	Content Creation & Outreach
• Length of placement	Between 50 and 60 hours
• Provisional start date and end date of the placement	From early October 2026 to mid-December 2026
• Number of students	2-3
• A short description of what the placement project would probably undertake, including expected or proposed outputs	<p>Mindsum is a social enterprise that offers the right mental health therapies, tools, and resources for young people and their families (<a href="https://www.mindsum.org/">https://www.mindsum.org/</a>).</p> <p>Half of all mental health problems are well-established by the age of 14. Mindsum is committed to intervening early to prevent life-long mental health issues. We are on a mission to understand, support and treat mental health conditions of children and young people. Our approach is to provide the right support and treatment at the right time. The project will entail creating social media outreach content. The project's first phase will be researching and writing articles featured on the Mindsum website and giving full credit to the student authors. These articles will be on topics that will be given to the placement students; however, they are also free to elaborate and pick their working titles. The Topics will be trending topics of mental health and topics that we foresee trending in the next months/years. The second phase of the project will entail the students turning their articles into 'information posts for Mindsum's social media. They will use their articles to create marketing materials and communicate with Mindsum's followers and the wider community through social media. The students will also take part in the social media planning for the months of October to December and contribute to our social media platforms.</p>
• Essential skills that the student would need to have	<ul style="list-style-type: none"> <li>• Content research - innovative ideas and topics that are popular and will be trending in the future as well.</li> </ul>

	<ul style="list-style-type: none"> <li>• Research of studies - Being able to read and understand academic journals and embed recent research in their writing.</li> <li>• Writing skills - concise, catchy and simple language. Language that best fits our readers.</li> <li>• Time Management - Being able to keep up with the content writing schedule.</li> <li>• Communication - We value communication so that we can best support our team.</li> </ul>
<ul style="list-style-type: none"> <li>• Desirable skills</li> </ul>	<ul style="list-style-type: none"> <li>• Creativity - When creating visuals of the research.</li> <li>• Understanding of marketing and social media platforms - How to reach out to the marketing audience best.</li> </ul>
<ul style="list-style-type: none"> <li>• Address where the work will be carried out</li> </ul>	This placement will be online/remote.
<ul style="list-style-type: none"> <li>• Preferred selection method</li> </ul>	Interview (if shortlisted)
<ul style="list-style-type: none"> <li>• Provisional date for interview</li> </ul>	TBA
<ul style="list-style-type: none"> <li>• Support and training offered by the organisation</li> </ul>	The students will take part in onboarding meetings in which they will learn more about Mindsum and meet the team. You will be assigned a mentor who will be happy to help with any questions and guide you in the right direction. There will also be biweekly meetings held to check in with the students' progress. At the end of the placement, there will be a closing meeting for feedback.
<ul style="list-style-type: none"> <li>• What will you gain by undertaking this placement</li> </ul>	<ul style="list-style-type: none"> <li>• The students will be able to apply their research skills to inform the blogs they will be writing. They will refine their writing skills, and gain experience in writing to non-academic audiences.</li> <li>• They will gain experience with social media campaigns. The student will also get an insight into the trending topics of the Mental Health field which will allow them to gain some knowledge on the direction that future research is heading.</li> <li>• The students will be able to learn about topics that are very critical during this time in the Mental Health field.</li> <li>• Lastly, the student will be able to work on skills like creativity, writing and research, which will be helpful in their dissertation and future work/study.</li> </ul>
<ul style="list-style-type: none"> <li>• Any issues that will need to be addressed before the placement starts (e.g. DBS, confidentiality agreements...)</li> </ul>	None.



<ul style="list-style-type: none"><li>• Eligibility</li></ul>	<p>This placement is open to Home, EU and international final year psychology students eligible to work in the UK. EU and International students may be required to obtain a Letter of Good Conduct for their DBS checks (<a href="http://www.gov.uk">Criminal records checks for overseas applicants - GOV.UK (www.gov.uk)</a>)</p>
---	--