



**INNOVATIVE WEB START-UP IS NOW RECRUITING STUDENTS**

(paid part-time internship, flexible hours/duration, starting 20th February 2012)

*Youny* is a start-up venture led by two recent graduates with entrepreneurial drive. Our mission is to launch an innovative web-platform specifically designed for university students to post/answer course or topic specific questions to peers across universities and academic years.

We are looking for someone enthusiastic, with offline and online marketing experience/skills, passionate about start ups, to plan and organise the launch and promotion of *Youny* at IC, LSE, UCL and KCL.

If you don't want to miss the opportunity of challenging yourself, being part of a passionate team of forward-thinkers, email your CV to [paolo@youny.org](mailto:paolo@youny.org)

The deadline for applying is the 15th February.

Look forward to speaking with you!

The *Youny* team

## **MARKETING BRIEF**

We are looking for a creative Marketing Communications student/professional with good experience and the ability to deliver effective communications through traditional and digital mediums.

### **Target:**

University students at IC, LSE, UCL and KCL (from selected courses and departments).

### **Objectives:**

- Get students to test the beta version of the platform and spread the word among their peers.
- Find and involve key influencers ie. students ambassadors, presidents of university societies, SU members, teachers, academics.
- Develop an online media strategy including introducing social media like Twitter and online forums and media strategy marketing activities.
- Develop and implement integrated marketing strategies and profile raising activities using branding, direct marketing, PR, marketing collateral and university events.
- Spot new opportunities and come up with creative ideas to promote the website and spread the voice quickly across university departments.

### **Venues:**

- Lectures – i.e. video presentation after lectures
- Halls of residence – i.e. posters/stickers
- Students Union – i.e. newsletter/PR online
- University library
- Local businesses around campus

## **Marketing ideas:**

For each marketing idea, think about the above (objective, message, audience, budget, evaluation, deadlines/timescale)

- Advertising
- Sponsorship
- Promotional events
- Database marketing (monthly newsletter? updates? will you have content? what do you want to tell them?)
- Online/offline PR (university publications, relevant student blogs, student newsletters, other publications students go to for information)