

Better Futures+ Internships

Wype Ltd

About the company

We at Wype are disrupting toilet time with an innovative approach and fun catchy branding. While thinking of toilet puns is an enjoyable part of our job, Wype is first and foremost a next gen consumer start-up in eco-friendly personal care. Our specially formulated natural gel can be applied to regular toilet tissue turning it into an effective, biodegradable and flushable toilet wipe alternative. But this is just the beginning, our mission is to redefine toilet time by opening the conversation, closing the door on single-use plastic, and creating innovative products with a purpose.

Wype aims to address the issues caused by the hundreds of millions of wet wipes that are flushed each year in the UK, where they end up entering sewers and waterways causing blockages, littering riverbeds and coastlines, and entering animal and human food chains. Since launching in September 2020, more than 9k units have been sold, preventing 1.5 million wet wipes from being flushed. Wype clean, go green.

Find out more at: www.wypeuk.com

About the role

Social Media Marketing Internship

We are looking for a social media whiz to help us freshen up and boost our online presence! We have Facebook, Instagram, LinkedIn, Twitter company profiles as well as subscription and mailing list features on our website. What's more, we are gearing up for a crowdfund on Indiegogo in May 2021 which will be a major undertaking for our brand, and our mailing list and follower count will be fundamental to our success. This means that your performance will be measurable through our overall online growth metrics.

We are currently a small team and don't have time to dedicate ourselves consistently to our social, so having support with posting daily in stories and feed, monitoring and interpreting our analytics, as well as researching and outlining potential strategies to grow brand exposure would be instrumental to the success of our company. All of this would of course be done with our ongoing support and exposure to everyday life in a growing start-up.

Tasks:

- Ownership of social media strategy and accounts
- Research and implementation of improvements to brand pages on all platforms
- Coordination of social media marketing calendar and scheduling content in advance
- Innovative ideas to grow engagement and subscribers (competitions, giveaways, collabs)
- Sourcing of collaborations with aligned brands / influencers

- Support with Indiegogo campaign on social
- Support and collaboration with our marketing agency and our PR agency
- Instagram feed layout strategy
- Daily posts on social
- Stories for social
- Generation of engaging content to be used on the various platforms
- Captions and hashtags
- Generation of content for our blog, and / or newsletters

About the intern

- Knowledge and interest in marketing strategy, specifically digital marketing
- You are passionate about entrepreneurship, would like to start a company in the future, or work for a start-up.
- Incredibly fluent in all things social media, you can generate posts and stories at the drop of a hat, you are familiar with editing and content generation features, you yourself frequently create and share content on social media.
- You don't only consume online content when you go on social media, but you wonder about the strategy behind it, what levers are being pulled and how are brands and influencers connecting with their audience. When and how are they successful and when and why do they fail?
- Very strong handle on the English language with a rich vocabulary. You are capable of writing clever copy, short puns as well as longer blog posts, with a strong grasp of tone of voice, nuances, and humour.
- You are funny. This is so important! Our brand is all about entertaining our community, we do not take ourselves too seriously, but with humour execution is everything! Nothing worse than putting out content that is trying and failing at being fun and entertaining.
- Knowing how to use Later and Canva is a plus.

Length of internship: 3 months full-time

Remuneration: London Living Wage (£10.85 per hour)

To apply: please email h.flower@imperial.ac.uk and giorgia@wypeuk.com