



Lifelong Learning Programme



Erasmus Student Work Placement in the UK

| EMPLOYER INFORMATION | |
|---|--|
| Name of organisation | Arklu Ltd |
| Address inc post code | 47 Beaufort Mansions, Beaufort St, London, SW3 5AG |
| Telephone | 0207 376 4484 / 077200 59532 |
| Fax | N/A |
| E-mail | press@arklu.com |
| Website | www.lottie.com |
| Number of employees | < 5 |
| Short description of the company | Startup toy development company; creator of the award-winning Lottie dolls. Since their launch in 2012, Lottie dolls have won 15 awards in the US, UK and Canada and now sell in 14 countries. www.lottie.com |
| CONTACT DETAILS | |
| Contact person for this placement | Lucie Follett |
| Department and designation / job title | Creative Director |
| Direct telephone number | 077200 59532 |
| E-mail address | Lucie.follett@arklu.com |
| Application Procedure | |
| Who to apply to (including contact details) | Lucie Follett |
| Deadline for applications | Ongoing |
| Application process | Cv to press@arklu.com |
| Other | |

Please provide as much information on the placement as possible – too much information is better than not enough!

| PLACEMENT INFORMATION | |
|------------------------------|---|
| Department / Function | Ecommerce Internship |
| Description of activities | <p>Ecommerce Internship for www.lottie.com</p> <p>Responsibilities to include:</p> <ul style="list-style-type: none"> • <u>Amazon Channels</u> <ul style="list-style-type: none"> - Monitor amazon rankings for each product across amazon.com, amazon.co.uk, amazon.fr, amazon.de, amazon.it, amazon.sp - Monitor US map pricing infringements on amazon and ebay - Analyse Amazon sales data by country and by product - Monitor amazon ratings and reviews - Build up demographic profile of Lottie amazon channel users - Monitor 'fulfilled by' name is set to Arklu, not another co on amazon • <u>Website</u> <ul style="list-style-type: none"> - Cross reference website users vs amazon click throughs and sales across all 18 language versions of the multilingual website - Make practical recommendations for ongoing product development and social media activity on the basis of data gathered. <p>You will be supervised by the director and managing director.</p> <p>Start date asap (Autumn 2013) as the pre-Christmas period is critical for us. Beyond Christmas, we are keen to have this internship run on an ongoing basis – but the 'meaty' interesting data will likely happen pre-Christmas in Q4.</p> <p>We work from a home office in Central London. We require a weekly meeting to discuss progress, but otherwise, work is to be carried out by email and skype.</p> <p>We are a young startup company; work hard, are ambitious and forward thinking – we'd like an intern who is keen to take on responsibility and have an active role.</p> |
| Location | London |
| Start Date | Asap (ongoing) |
| Duration | Flexible. Ideally Autumn 2013 until end December (at least) |
| Working hours per week | 20-25 |

| | |
|---|--|
| Accommodation (please select) | <input type="checkbox"/> Accommodation will be provided <input type="checkbox"/> We can assist with finding accommodation x (we can help to advise websites and hostels but unable to offer accommodation) <input type="checkbox"/> Student to make own arrangements x |
| Details of financial and "in kind" support to be provided | Travel expenses |
| Other | |

COMPETENCES, SKILLS and EXPERIENCE REQUIREMENTS

| | |
|--|--|
| Languages and level of competence required | English – good to excellent |
| Computer skills and level of skills required | Excel |
| Drivers license | n/a |
| Other | This internship would most likely suit a student of business administration / analytical discipline / ecommerce – digital. |

INFORMATION PROVIDED BY

| | |
|-----------------------|-------------------------|
| Name | Lucie Follett |
| Department / Function | Creative Director |
| E-mail address | Lucie.follett@arklu.com |
| Phone number(s) | 077200 59532 |
| Date | 19/9/13 |

Please return this form by email to erasmus@britishcouncil.org