

## 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	<a href="mailto:press@arklu.com">press@arklu.com</a>
Website	<a href="http://www.lottie.com">www.lottie.com</a>
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. <a href="http://www.lottie.com">www.lottie.com</a>
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 <a href="mailto:press@arklu.com">press@arklu.com</a>
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><b>Ecommerce Internship for www.lottie.com</b></p> <p>Responsibilities to include:</p> <ul style="list-style-type: none"> <li>• <u>Amazon Channels</u> <ul style="list-style-type: none"> <li>- Monitor amazon rankings for each product across amazon.com, amazon.co.uk, amazon.fr, amazon.de, amazon.it, amazon.sp</li> <li>- Monitor US mapp pricing infringements on amazon and ebay</li> <li>- Analyse Amazon sales data by country and by product</li> <li>- Monitor amazon ratings and reviews</li> <li>- Build up demographic profile of Lottie amazon channel users</li> <li>- Monitor 'fulfilled by' name is set to Arklu, not another co on amazon</li> </ul> </li> <li>• <u>Website</u> <ul style="list-style-type: none"> <li>- Cross reference website users vs amazon click throughs and sales across all 18 language versions of the multilingual website</li> <li>- Make practical recommendations for ongoing product development and social media activity on the basis of data gathered.</li> </ul> </li> </ul> <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 checked="" type="checkbox"/> We can assist with finding accommodation x (we can help to advise websites and hostels but unable to offer accommodation) <input checked="" 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](mailto:erasmus@britishcouncil.org)