

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 | PR and Social Media Internship |
| Description of activities | <p>PR and Social Media Internship for www.lottie.com</p> <p>Responsibilities to include:</p> <p>We are looking to promote Lottie dolls into the following countries that are covered by Erasmus programmes. We have already got specific language website versions for each of these at www.lottie.com</p> <ul style="list-style-type: none"> ✓ Austria ✓ Belgium ✓ Denmark ✓ France ✓ Germany ✓ Greece ✓ Iceland ✓ Italy ✓ Netherlands ✓ Norway ✓ Poland ✓ Portugal ✓ Spain ✓ Sweden <p>Your role will be to translate press materials into your given language, research key editorial contacts and parent bloggers. You will also be involved in contacting press and bloggers with product samples.</p> <p>You will be supervised by the creative 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 press activity 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 remotely 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> |

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| 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

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| Languages and level of competence required | English – good to excellent |
| Computer skills and level of skills required | Internet research and social media channels (Facebook, Twitter, Pinterest) |
| Drivers license | n/a |
| Other | This internship would most likely suit a student of PR / Communication or individuals who ultimately aspire to work professionally in this area. |

INFORMATION PROVIDED BY

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|-----------------------|--|
| 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