

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 19 awards in the US, UK and Canada and now sell in 30 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	Graphic Design Internship
Description of activities	<p style="text-align: center;">Digital Marketing Internship for www.lottie.com</p> <p>Responsibilities to include:</p> <ul style="list-style-type: none"> • Website Google Analytics www.lottie.com • <u>Amazon retail channel analytics</u> <p>We are extremely keen to develop our use of ‘big data’, specifically with regard to Google Analytics and our own Amazon retail channels.</p> <p>We are looking to create a Google Analytics master reporting dashboard, and establish a process driven structure, so that we can really hone in on online sales analysis.</p> <p>Our website is available in 17 languages, and our intention is to drive traffic to our own Amazon accounts. Therefore, analysis and data driven processes that can turbo-charge this is what we need.</p> <p>As a team, we are small, but young, hungry and very proactive and innovative. We welcome ideas and innovation.</p> <p>We have an in house graphic designer who manages social media imagery, packaging and content downloads. We have another team member whose focus is on managing social media content.</p> <p>Therefore, we would view your role as bridging these two and pushing through efforts into actual online sales and analysis.</p> <p>We also have other Erasmus interns working with us focusing on European PR and social media (contacting bloggers).</p> <p>The Creative Director also has previous agency experience working in Search Engine Optimisation.</p> <p>You will be supervised by the Creative Director and Managing Director.</p> <p>Start date asap and ongoing.</p> <p>We work from a home office in Central London.</p> <p>We are a young startup company; we work hard, are ambitious and forward thinking – we’d like to work with interns who are keen to take on responsibility and have an active role.</p>

	<p>We have previous experience of working with Erasmus interns; we ask that they work here three days a week and then spend the remaining two working from home, with communication via email.</p> <p>This arrangement suits us all very well as it gives face to face contact and supervision, which is important, but allows for flexibility in working hours, and offers interns an opportunity to gain practical experience in a commercial environment, and also experience London life.</p> <p>Be aware that is that it is very hard to find reasonably priced short term accommodation in London, and that it is preferable to organize this before you arrive.</p> <p>Therefore, please think carefully and bear this in mind before applying; our interns have found it quite difficult to find a short-term let for under 6 months.</p> <p>Alternatively, if you wish to live outside London, with only a weekly meetup, we are open to that too.</p> <p>Useful websites to find accommodation in London include:</p> <p>http://www.christianflatshare.org/</p> <p>http://www.spareroom.co.uk/</p> <p>http://www.gumtree.com</p>
Location	London (flexible ; open to weekly meetups)
Start Date	Asap (ongoing)
Duration	Flexible. Our internship program is ongoing.
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
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Computer skills and level of skills required	Google analytics, internet research plus social media analytics (pinterest, facebook, youtube, twitter)
Drivers license	n/a
Other	This internship would most likely suit a student of digital marketing

INFORMATION PROVIDED BY	
Name	Lucie Follett
Department / Function	Creative Director
E-mail address	lucie.follett@arklu.com
Phone number(s)	077200 59532
Date	17/6/14

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