



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 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	PR and Social Media Internship
Description of activities	<p>Iceland PR and Social Media Internship for www.lottie.com</p> <p>Responsibilities to include:</p> <p>We are looking to promote Lottie dolls into Iceland http://www.lottie.com/is/</p> <ul style="list-style-type: none">• Your role will be to translate press materials into Icelandic, research key editorial contacts and bloggers.• You will also be involved in contacting press and bloggers with product samples.• You will help our graphic designers to create Icelandic-language imagery that will be passed to retailers. <p>You will be supervised by the Creative Director (strategy) and Graphic Design manager.</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 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</p>

	<p>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
Start Date	Asap (ongoing)
Duration	Flexible. 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
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

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