**Erasmus Student Work Placement in the UK**

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| **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](mailto:press@arklu.com) |
| Website | [www.lottie.com](http://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](http://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](mailto: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](mailto:press@arklu.com) |
| Other |  |

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

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| **PLACEMENT INFORMATION** | |
| Department / Function | Graphic Design Internship |
| Description of activities | **Digital Marketing Internship for www.lottie.com**  Responsibilities to include:   * Website Google Analytics [www.lottie.com](http://www.lottie.com) * Amazon retail channel analytics   We are extremely keen to develop our use of ‘big data’, specifically with regard to Google Analytics and our own Amazon retail channels.  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.  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.  As a team, we are small, but young, hungry and very proactive and innovative. We welcome ideas and innovation.  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.  Therefore, we would view your role as bridging these two and pushing through efforts into actual online sales and analysis.  We also have other Erasmus interns working with us focusing on European PR and social media (contacting bloggers).  The Creative Director also has previous agency experience working in Search Engine Optimisation.  You will be supervised by the Creative Director and Managing Director.  Start date asap and ongoing.  We work from a home office in Central London.  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.  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.  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.  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.  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.  Alternatively, if you wish to live outside London, with only a weekly meetup, we are open to that too.  Useful websites to find accommodation in London include:  <http://www.christianflatshare.org/>  <http://www.spareroom.co.uk/>  <http://www.gumtree.com> |
| 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) | 🞎 Accommodation will be provided  🞎 We can assist with finding accommodation x (we can help to advise websites and hostels but unable to offer accommodation)  🞎 Student to make own arrangements x |
| Details of financial and “in kind” support to be provided | Travel expenses |
| Other |  |

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| **COMPETENCES, SKILLS and EXPERIENCE REQUIREMENTS** | |
| Languages and level of competence required | English – good to excellent |
| 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 |

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| **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](mailto:erasmus@britishcouncil.org)