

Erasmus+ Student Traineeship Placement

EMPLOYER INFORMATION	
Name of organisation	Arklu Ltd
Address inc post code	Colab, Port Road, Letterkenny, Co Donegal, IRELAND
Telephone	+353 749116591 / 0044 203 773 2726
Fax	N/A
E-mail	internships@arklu.com
Website	www.lottie.com
Number of employees	< 10
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 22 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 internships@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	Blogger Outreach Internship
Description of activities	<p style="text-align: center;">Blogger/Vlogger Outreach Internship for www.lottie.com</p> <p>Responsibilities to include:</p> <p>Blogger/vlogger Internship for www.lottie.com Responsibilities to include:</p> <p><u>Blogger Outreach</u></p> <ul style="list-style-type: none"> • Responsible for contacting bloggers in the USA, Canada and UK with product samples. • Maintain a smooth working relationship with bloggers and vloggers to achieve positive reviews • Research and maintain a list of high profile youtube vloggers (video reviewers) and send out product samples <p>You will be supervised by the Creative Director (strategy) and Head of Social Media.</p> <p>Start date asap and ongoing.</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 can help you to find reasonably priced accommodation in Letterkenny.</p>
Location	Letterkenny, Co Donegal
Start Date	Asap (ongoing)
Duration	Flexible. Our internship program is ongoing.
Working hours per week	40
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	
Other	

COMPETENCES, SKILLS and EXPERIENCE REQUIREMENTS

Languages and level of competence required	English – good to excellent
Computer skills and level of skills required	Previous experience / internship in PR/social media is helpful, but not essential. Ideally, you should be aware of current discussion of social trends/feminism and how toy brands such as Lottie are helping to disrupt the toy aisle. You should be proactive and have a genuine interest in social media.
Drivers license	n/a
Other	This internship would most likely suit a student of marketing / communication/PR.

INFORMATION PROVIDED BY

Name	Lucie Follett
Department / Function	Creative Director
E-mail address	lucie.follett@arklu.com
Phone number(s)	077200 59532
Date	09/07/15