

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	Ecommerce Internship
Description of activities	<p>Ecommerce Internship for www.lottie.com</p> <p>Responsibilities to include:</p> <ul style="list-style-type: none"> • <u>Amazon Channels</u> <ul style="list-style-type: none"> - Monitor amazon rankings for each product across amazon.com, amazon.co.uk, amazon.fr, amazon.de, amazon.it, amazon.sp - Monitor US mapp pricing infringements on amazon and ebay - Analyse Amazon sales data by country and by product - Monitor amazon ratings and reviews - Build up demographic profile of Lottie amazon channel users - Monitor 'fulfilled by' name is set to Arklu, not another co on amazon • <u>Website</u> <ul style="list-style-type: none"> - Cross reference website users vs amazon click throughs and sales across all 18 language versions of the multilingual website - Make practical recommendations for ongoing product development and social media activity on the basis of data gathered. <p>You will be supervised by the director and managing 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 data 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 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>
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 checked="" type="checkbox"/> We can assist with finding accommodation x (we can help to advise websites and hostels but unable to offer accommodation) <input checked="" 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	Excel
Drivers license	n/a
Other	This internship would most likely suit a student of business administration / analytical discipline / ecommerce – digital.

INFORMATION PROVIDED BY	
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