



Lifelong Learning Programme



Erasmus Student Work Placement in the UK

EMPLOYER INFORMATION	
Name of organisation	DIVA (Diversity in Visual Arts)
Address inc post code	Unit 221 Stratford Workshops, Stratford, E15 2SP
Telephone	0843 289 9204 / 0754 1374 563
Fax	N/A
E-mail	Kristie@divafilms.co.uk
Website	www.diversityinvisualarts.com
Number of employees	4
Short description of the company	Training Provider for Creative Companies
CONTACT DETAILS	
Contact person for this placement	Kristie Warrior
Department and designation / job title	Marketing Assistant
Direct telephone number	0843 289 9204
E-mail address	Kristie@divafilms.co.uk
Application Procedure	
Who to apply to (including contact details)	Complete application (available on website) and send to Kristie
Deadline for applications	10/10/2013
Application process	We will short list our applications and arrange interviews
Other	

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

PLACEMENT INFORMATION	
Department / Function	Marketing Assistant
Description of activities	<ul style="list-style-type: none"> • General customer service – telephony, responding to enquiries regarding our training programmes • Designing marketing and promotional material, including evaluation forms, company presentations • Updating social media portals and the company website on a daily basis • Researching content for our social media platforms • Help manage company events; e.g securing venues, manage guest lists, booking speakers etc • Explore links with partner organisations to deliver collaborated events • Manage client communication tools such as bi-monthly business-to-business e-newsletter and events • Recording, editing and uploading video content to our website and social media pages <p>Keep the website up-to-date</p>
Location	Stratford, East London, England
Start Date	28/10/2013
Duration	6 Months
Working hours per week	42.5
Accommodation (please select)	<input type="checkbox"/> Student to make own arrangements
Details of financial and “in kind” support to be provided	Finances will be explained to successful short list candidates
Other	

COMPETENCES, SKILLS and EXPERIENCE REQUIREMENTS	
Languages and level of competence required	<ul style="list-style-type: none"> • Must speak fluent English • Experience of social media networking tools (Facebook, Twitter, LinkedIn) • Excellent spelling, grammar and writing abilities • Excellent Customer Service skills • Organised • Inquisitive - must have the desire to solve problems on their own if need be • Can work to tight deadlines

	<ul style="list-style-type: none"> • Team player Pro-active
Computer skills and level of skills required	<ul style="list-style-type: none"> • Substantial experience in marketing • Experienced writer / blogger • Computer literate - must have a good working knowledge of Word, Excel, Powerpoint • Knowledge and experience using design software • Knowledge and experience editing software • Knowledge and experience of WordPress • Substantial office experience
Drivers license	N/A
Other	

INFORMATION PROVIDED BY	
Name	DiVA
Department / Function	Training & Education
E-mail address	Kristie@divafilms.co.uk
Phone number(s)	0754 137 4653 / 0843 289 9204
Date	10/09/2013

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



Core job information

DiVA is the independent training provider for creative media professionals. Our core work incorporates creative apprenticeships, graduate work placements, accredited and non accredited training as well as career coaching.

We work across the creative sector including film, TV and digital media, arts and culture with clients' including large corporations such as 20th Century Fox, Universal, Crossrail to start up businesses.

DiVA has an excellent track record of supporting learners and employers in the delivery of work experience placements, including apprenticeships. We were the first London based training provider to receive the Creative Skillset Tick recognising the outstanding industry relevant training DiVA provides.

Job Title	Marketing Assistant		
Dept./School/Inst.	DiVA	Section/Centre/Unit	Marketing
Career Family	Training Provider		
Working hours per week	40	Appointment period	6 months
Reports to (job title)	Director	Location	Stratford

Job purpose

Overall purpose of internship: to gain experience in various types of Marketing and Communications activity used by DiVA to raise the profile of the organisation and ultimately secure new apprenticeship opportunities.

Your creative skills will be used to interview creative entrepreneurs, create video assets for distribution on our digital platforms design posters, email templates and company literature. You will also plan, organise and attend student events.

Anticipated Outcomes for the internship: By the end of the internship you will have developed the skills and experience to oversee or manage a marketing campaign and/or event. You will have a practical understanding of the impact marketing and communications plays in the overall development and growth of a company. Plus, you will have had fun too!

Knowledge, Skills & Experience

	<ul style="list-style-type: none"> Requirements 	<ul style="list-style-type: none"> Essential Unless Marked 'D' for
Qualifications	<ul style="list-style-type: none"> Educated to degree level or equivalent Relevant professional qualification (marketing) or equivalent 	<ul style="list-style-type: none"> E D

Experience	<ul style="list-style-type: none"> • Substantial experience in marketing • Experienced writer / blogger • Computer literate - must have a good working knowledge of Word, Excel, Powerpoint • Knowledge and experience using design software • Knowledge and experience editing software • Knowledge and experience of WordPress • Substantial office experience 	<ul style="list-style-type: none"> • E • E • E • E • E • E • E
Knowledge, skills & abilities	<ul style="list-style-type: none"> • Experience of social media networking tools (Facebook, Twitter, LinkedIn) • Excellent spelling, grammar and writing abilities • Excellent Customer Service skills • Organised • Inquisitive - must have the desire to solve problems on their own if need be • Can work to tight deadlines • Team player • Pro-active 	<ul style="list-style-type: none"> • E • E • E • E • E • E • E • E
Attitude & disposition	<ul style="list-style-type: none"> • Personable attitude • A good sense of humour! • Self motivated • Confident - not afraid to ask questions, particularly if you're not sure what is required of you! • Hard working • Creatively minded – ready to put forward ideas and run with them! 	<ul style="list-style-type: none"> • E • E • E • E • E • E

Main Duties and Responsibilities of the Role

Daily tasks include, but are not limited to:

- General customer service – telephony, responding to enquiries regarding our training programmes
- Designing marketing and promotional material, including evaluation forms, company presentations
- Updating social media portals and the company website on a daily basis
- Researching content for our social media platforms
- Help manage company events; e.g securing venues, manage guest lists, booking speakers etc
- Explore links with partner organisations to deliver collaborated events
- Manage client communication tools such as bi-monthly business-to-business e-newsletter and events
- Recording, editing and uploading video content to our website and social media pages
- Keep the website up-to-date

Working Environment

This is an office based position. The right candidate will be able to develop the role according to their strengths.

DiVA is a great company to work for. We're a small close knit team which means you'll get to know the business inside and out and see first-hand the contribution you make. All ideas are welcomed. All opinions are heard and respected. When we're busy be prepared to juggle several tasks simultaneously and work to short deadlines as and when required. Above all, have fun while you get the job done!

Job Application Form

PRIVATE AND CONFIDENTIAL

Position applied for:

How did you hear about this vacancy?

Please read the job description carefully before completing this application form. The decision to short list you for an interview will be based on the information you provide on this form.

A separate form must be completed for each apprenticeship you are applying for.

Please do not attach your CV as this will not be considered.

A: PERSONAL DETAILS

Full Name:

Address:

Telephone Number (include STD code):

Home:

Mobile:

Postcode:

Business:

Email Address:

(tick the box if you do not want to be contacted at work): ☐

Do you need a work permit to take up employment in the UK? (please circle): Yes/No
Detail:

Age: 16 – 18 ☐ 19-24 ☐ 25 + ☐

B: EMPLOYMENT HISTORY: most recent first and including all relevant temporary and voluntary work. You may give additional information on supplementary sheets.

Name(s) and Address(es) of Employer(s):	Dates:		Position Held/Main Duties:	Starting /Leaving Salary:	Reason for Leaving:
	From	To			

C: EDUCATION & QUALIFICATIONS: secondary, further and higher education and any other professional or vocational qualifications or equivalents.

From: month/year	To: month/year	School/Colleges Attended:	Qualifications Gained: subject level	Grade:

FOREIGN LANGUAGES: please list any foreign language you speak and your level of competence, both oral and written:

Awards, prizes, scholarships: please list any awards, prizes and scholarships you have received:

D: SKILLS, ABILITIES AND EXPERIENCE: Use this section to outline the skills and experience you have gained, either in paid work, unpaid/voluntary work, work at home, through your studies, through your leisure activities, which you feel meet the requirements listed in the job description and which you believe makes you the best person for the job.

E: INTERESTS, SPORTS, HOBBIES : Please use this section to list any activities you participate in on a regular basis or any interests you may have.

F: PERSONAL STATEMENT: Please tell us what you hope to gain from the apprenticeship. Your answer should include your career ambitions and how the apprenticeship will help you move towards fulfilling your aspirations. **No more than 500 words.**

G: VACANCY QUESTIONS: please answer the 2 specified questions that have been set by the employer. Please try and answer as fully as you can. (Refer to the job specification for the two specified questions).

1.

2.

H: SUPPLEMENTARY INFORMATION:

If you are invited to attend for assessment or interview, do you have any special requirements?

Please specify here or outline in more detail separately:

How much notice are you required to give to leave your present employment?

I: REFERENCES: Please give the names and addresses of two referees who are not related to you, who we can approach for a confidential assessment of your suitability for this job. (One of these should be a previous employer).

Can we approach your present/most recent employer? Yes/No

(Tick in box if you do not wish your employer to be contacted before an offer of employment is made): ☐

Name, Position, Address & Telephone Number	Name, Position, Address & Telephone Number

J: DECLARATION OF APPLICANT

I confirm that the above information is correct.

I understand that any false information or deliberate omissions will disqualify me from employment or may render me liable for dismissal.

I consent to DiVA using and keeping information I have provided on this application or elsewhere as part of the recruitment process and/or personal information supplied by third parties such as referees, relating to my application or future employment. I understand that the information provided will only be used by DiVA and the employer. The information provided will be used to make a decision regarding my suitability for employment and if successful the information will be used to form my personnel record and will be retained for the duration of my employment. If I am not successful, I understand that DiVA will retain the form for as long as is deemed necessary and that DiVA may use it to contact me in the event of there being any other vacancies for which I may be suitable.

Signed: _____ Date: _____