

## 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	<a href="http://www.lottie.com">www.lottie.com</a>
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. <a href="http://www.lottie.com">www.lottie.com</a>
CONTACT DETAILS	
Contact person for this placement	Lucie Follett
Department and designation / job title	Creative Director
Direct telephone number	077200 59532
E-mail address	<a href="mailto:Lucie.follett@arklu.com">Lucie.follett@arklu.com</a>
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	Facebook and Instagram Internship
Description of activities	<p><b>Facebook and Instagram Internship for <a href="http://www.lottie.com">www.lottie.com</a></b></p> <p>Responsibilities to include:</p> <p>Facebook and Instagram Internship for <a href="http://www.lottie.com">www.lottie.com</a></p> <p>Responsibilities to include:</p> <p><b><u>Facebook Outreach</u></b></p> <ul style="list-style-type: none"> <li>• Working alongside the Head of Social Media to research and curate 'pro girl' content for the Lottie Facebook page</li> <li>• Create content to increase the no of Facebook likes</li> </ul> <p>Instagram</p> <ul style="list-style-type: none"> <li>• Research and maintain a list of influential individuals on Instagram</li> <li>• Reach out to individuals on Instagram to review product and build up Lottie brand following on Instagram</li> </ul> <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	
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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	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