**Cultural Intern Scheme Placement Proposal // 2015 – 16**

**BBC BIRMINGHAM**

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| **Proposed placement period**(six month duration) | From: 05 October 2015To: 25 March 2016 |
| **Address where placement would be carried out** | *BBC Birmingham**The Mailbox**Birmingham* *B1 1AY* |
| **Department responsible for the placement** | *BBC Birmingham* |
| **Placement supervisor** | *Jenny Wilkes**Partnerships Manager* |
| **Description of the project/s to be undertaken**(Please do not describe the organisation) | *During the course of the 6 month placement the intern will support the development and delivery of the following:**Children In Need**West Midlands Sports Awards**Community Events**BBC Outreach events**BBC Academy events**BBC News School Report**BBC Learning campaigns**Partnerships between the BBC and other organisations**Coding Club**Social Media Surgery**BBC radio & TV programmes**Plus other events and projects as and when they arise*  |
| **Intern’s role within the main placement project**  | *To work alongside the Partnerships Manager to support the planning and delivery of events and projects.**To work alongside different teams within BBC Birmingham.**To review events and advise on future improvements.**The opportunity to develop individual areas of interest.*  |
| **Purpose of the placement** | *The purpose of the internship is to provide the intern with the opportunity to work in a variety of departments across BBC Birmingham, including BBC Outreach, BBC Academy, BBC Midlands Today, BBC WM, Inside Out, Sunday Politics, The Drama Village, Radio Drama, Online and Social Media.**The intern will develop research skills while working within a creative and digital environment. They will work closely with the Partnerships Manager on projects and events with other organisations within the city, eg: Coding Club, Social Media Surgery. They will develop a deep understanding of “hard to reach” audiences in Birmingham and the West Midlands.* *During their internship they will gain an insight into all aspects of digital media, TV and radio and a sound grasp of BBC local programming production. They will develop a broad understanding of multi-platform commissioning to meet the needs of West Midlands audiences.**The placement aims to develop the intern’s knowledge in the following areas:** *Research skills*
* *interpreting audience and cultural information for a diverse range of audiences with different needs and interests*
* *developing community programmes to support the needs and interests of a range of audiences*
* *delivering BBC Birmingham community engagement programmes with the support of a senior editorial leader*
* *working with under-represented audiences and developing strategies to encourage them to engage with the BBC in the Midlands*

*The placement also aims to support the following skills development:** *verbal and written communication skills to be understood by a wide range of audiences*
* *negotiating and problem solving skills through developing workshops in partnership with community groups and other cultural organisations*
* *digital and online skills*
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| **Benefit to the organisation** | *BBC will benefit from:** *the Intern’s creative input into the development of both audiences and events programmes*
* *the Intern’s ability to engage young people and diverse audiences with the BBC in the Midlands, as well as heritage and culture more broadly*
* *the Intern’s practical contribution to programme production, projects and workshop delivery.*
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**Training Activity Checklist**

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| **Category :** | **Training Activities** |
| Broadcast | Radio and TV research and production skills |
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| Exhibition and Display | Exhibition coordination in the BBC Public Space |
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| Marketing and publicity | Market research |
| Marketing and promotions |
| Audience development |
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| Events | Event coordination |
| Event delivery |
| Production assistance  |
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| Access and Interpretation | To deliver or assist with the delivery of education and outreach programmes |
| Population of website  |
| Social media |
| Giving guided tours |
| Administration and Other | Organising meetings |
| Phone answering for radio programmes |
| Research |
| Social Media |
| Project management |
| Health and safety management / compiling risk assessments |
| Script writing |
| Editing |
| Clerical assistance (photocopying etc) |
| Customer Service |
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 **Checklist of applicable Skills/Capabilities expected to be developed**

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|  | **Some relevance** | **Very relevant** |
| Oral communication (including telephone) |  | X |
| Written communication |  | X |
| Writing/editing for publication (e.g. web, promotional materials) |  | X |
| Team working |  | X |
| Finance | X |  |
| Marketing |  | X |
| Public relations |  | X |
| Social networking |  | X |
| Research skills |  | X |
| Problem solving |  | X |
| Innovation (e.g. helping organization to develop its services)  | X |  |
| Entrepreneurship | X |  |
| Personal initiative |  | X |
| IT skills |  | X |
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