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

**BBC BIRMINGHAM**

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| **Proposed placement period**  (six month duration) | From: 05 October 2015  To: 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* |
| **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.* |

**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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