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

**FLATPACK FILM FESTIVAL**

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| **Proposed placement period** | From: 05 October 2015  To: 29 April 2016\*  \*please note this placement will run October 2015 – April 2016 (final month to be sponsored by Flatpack Film Festival). |
| **Address where placement would be carried out** | Based at Flatpack Festival Office:  Unit 118 Scott House, Custard Factory, Digbeth, Birmingham, B9 4AA  The successful applicant will also be required to work at various venues across Birmingham in order to assist with the planning and delivery of Flatpack Film Festival 2016. |
| **Department responsible for the placement** | Operations |
| **Placement supervisor** | Selina Hewlett, Operations Director  Please note – we plan to create a new full time post centred on Marketing, Communications and Partnerships. The post will be management level, and the intern will report directly to that post holder once they are in place. We anticipate this to be late Autumn 2015. |
| **Description of the project/s to be undertaken** | The 10th Flatpack Film Festival will take place in April 2016 (exact dates tbc). The intern will work with a small core team to plan and deliver the festival’s marketing strategy.  The project will cover the full spectrum of the organisation’s marketing activity. Working alongside the Marketing & Communications Manager, the intern will be involved in the planning process, and have responsibility for the project management and delivery of several key areas (see below). |
| **Intern’s role within the main placement project** | Working within a small team, the successful applicant will gain first-hand experience of the breadth of processes involved in planning and delivering the festival. In addition to direct supervision by the Marketing & Communications Manager, the successful applicant will receive mentoring and support from the Operations Director.  Specific tasks and areas of responsibility are detailed below:  - Work with the Marketing & Communications Manager to create a marketing plan for the festival. An initial period of guided research will enable the intern to take an active role in this process.  - Review the structure and process for the sale of advertising space in the festival brochure, to include consideration of alternative product options. The intern will be tasked with managing the ensuing process, and ensuring targets are met within the relevant time frame.  - Promote and manage the short film submissions process.  - Plan and organise a targeted programme of festival preview events.  - Assist with the compilation of the festival brochure, and preparation of the website for the programme launch.  - Recruit and manage a team of student ambassadors to assist with the promotion of the festival within their institutions.  - Plan and coordinate the distribution of festival brochures and other print material, in line with specified budgets and timeframes.  - Recruit and manage a team of volunteers to assist with print distribution, and marketing activity during the festival.  - Design and implement a plan for promotion of the festival programme to be delivered via other organisations / social media / niche interest groups.  - Assist with the production of web content, and maintenance of the festival’s social media and other online channels. |
| **Purpose of the placement** | *What will the intern gain from the placement, to be described in terms of skills, knowledge, experience, competencies and networks to be developed.*  The intern will gain experience across the spectrum of arts marketing, within the framework of a large project to be delivered at the end of their placement.  The intern will gain an overview of the whole organisation, giving them an insight into what’s involved in delivering a festival. Working as part of a small, experienced team they will develop a robust understanding of the context that their work takes place in, and how different areas of the business impact on each other. Both of our previous interns have highlighted this element of their experience as being of particular value.  They will be given responsibility for delivering specific targets and objectives, in line with actual budgets and timeframes, with the benefit of support from a small and experienced team.  They will be given the scope to develop their own ideas, and gain experience of implementing them as well as seeing the end results.  Another benefit noted by our previous interns, is that working within a relatively small organisation necessitates a substantial amount of contact with external partners and organisations. This provides the groundwork for a robust and well-rounded professional network for the individual in question. |
| **Benefit to the organisation** | *Describe how the organisation will benefit from the placement*  Flatpack will benefit from having an enthusiastic individual on the team who is passionate about pursuing a career in the arts.  Having an intern on the team will enable us to build and developing our audience by focusing on areas which would otherwise be delivered on a relatively basic level. It will also provide a fresh perspective on approaches and methods that have ‘grown up’ with the festival. |

**Training Activity Checklist**

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| **Category :** | **Training Activities** |
| Marketing and publicity | Market research |
| Marketing and promotions |
| Audience development |
| Events | Event coordination |
| Event delivery |
| Production assistance |
| Access and Interpretation | Brochure compilation |
| Population of website |
| Social media |
| Policy and Finance | Fundraising and development |
| Policy-making |
| Administration and Other | Project management |
| Submission scheme liaison/management |
| Customer service |
| Writing or editing |
| Volunteer recruitment and management |
| Clerical assistance (photocopying etc) |
| Organising meetings |

**Checklist of applicable Skills/Capabilities expected to be developed**

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