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

**SAMPAD SOUTH ASIAN ARTS**

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| **Proposed placement period** | From: 05 October 2015  To: 25 March 2016 |
| **Address where placement would be carried out** | Sampad  c/o mac birmingham, Cannon Hill Park, Birmingham, B12 9QH  <http://www.sampad.org.uk/> |
| **Department responsible for the placement** | *Operations* |
| **Placement supervisor** | *Clayton Shaw, Operations Manager* |
| **Description of the project/s to be undertaken** | Supporting the Management Team and Development Officer with devising a creative and imaginative approach to business development.  The Intern will work closely with the artistic team and marketing officer to ensure that programmes are relevant, and can reach the right audiences.  Business development and fundraising is a relatively new area of work for Sampad. There is a great deal of scope to take a creative approach to supporting the organisation’s ambitions to raise income and profile for the benefit of the artists, audiences, and communities we serve.  All fundraising and profile raising activities ultimately support the artistic programme, the education and outreach programme, and the talent development of artists.  *“Fundraising is very important in securing the future of arts organisations across the country, and is therefore a very useful and highly sought after skill for any aspiring arts professional.*  *I started at Sampad as a Cultural Intern knowing very little about arts fundraising and during my time here have gained a broad knowledge and experience of many different methods of fundraising, including trusts and foundations, crowdsourcing and individual giving.*  *Through the fundraising role, you will also gain a detailed insight into how the rest of the organisation is run, as you will need to work closely with the operations and artistic programme managers, as well as marketing officer.*  *Overall, fundraising is rewarding and challenging in equal measure, and I would recommend it to anyone wishing to work in the arts sector.”*   * **Rosalind Fursland, Cultural Intern 2013-14** |
| **Intern’s role within the main placement project** | Key activities will include:   * Supporting the development of the organisation’s fundraising mechanisms * Liaising with the board, management team, and staff to contribute to developing and implementing a planning cycle * Researching and supporting annual campaigns and targeted campaigns * Supporting and planning special events * Researching potential prospects * Supporting strategies around donor cultivation |
| **Purpose of the placement** | This area of work can be extremely rewarding as it requires skills in problem solving, liaising with a broad range of staff and stakeholders, and planning and implementing strategies – all of which we will support the development of with the selected intern.  Skills focus is as follows:   1. Cognitive skills    * Ability to analyse complex information    * Judgment and problem solving    * Attention to detail 2. Generic competencies    * Uses an appropriate approach to ask questions    * Attentive listening    * Teamwork / working with others / collaboration    * Interpersonal sensibility    * Articulation / verbal communication 3. Personal capabilities    * Personal organisation and planning of workload    * Creativity / contribution of ideas    * Ability to make decisions    * Use of own Initiative    * Adaptation to working environment and flexibility 4. Technical ability    * Knowledge and application of technology 5. Business and/or organisation awareness    * Understanding of host organisation’s role 6. Practical and professional elements    * Professional expertise / quality and speed of work    * Presentation of a professional, positive image to others at all times |
| **Benefit to the organisation** | The internship will be of benefit to the organisation in the following ways:   * Contributing to business development and fundraising ambitions * Contributing to the artistic and events programme * Building a strategy for cultivating donors * Supporting the future sustainability of the organisation |

**Training Activity Checklist**

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| **Category :** | **Training Activities** |
| Marketing and publicity | Market research |
| Marketing and promotions |
| Audience development |
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| Events | Event coordination |
| Event delivery |
| Production assistance (performing arts) |
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| Policy and Finance | Fundraising and development |
| Policy-making |
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| Administration and Other | Project management |
| Membership scheme liaison/management |
| Customer service |
| Writing or editing |
| Clerical assistance (photocopying etc) |
| Organising meetings |
| General assistance to artistic programme |
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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 |
| Use of a second language | x |  |
| IT skills |  | x |
| Other (please state) |  |  |
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