

BBC Learning North West Placement Scheme

Brief

We're looking for a talented individual with motivation, creativity and drive to join the BBC Learning campaigns project manager in the North West on a short placement scheme in January or February 2011.

Depending on your course commitments you will either join a full time 2 week placement or work flexibly over a period of weeks before the end of February – either based at the BBC in Manchester or at Radio Lancashire's offices in the centre of Blackburn. We'll try to work flexibly to suit the right person for the role.

BBC Learning Campaigns

BBC Learning campaigns and events include Bang Goes the Theory Road Shows, CBBC Live n Deadly tour, Springwatch Wild Days Out, Hands on History events and walks, and many more. We're looking for someone to take on a bespoke event for the newly launched BBC First Click Campaign.

BBC Learning is also one of the departments moving to Salford in 2011.

BBC First Click Campaign

BBC First Click is a two-year BBC Learning campaign to encourage people who currently don't use the internet, to understand and enjoy its benefits. The campaign is part of the BBC's remit to help deliver the benefits of emerging communications technologies and to promote media literacy. First Click builds on previous initiatives such as BBC WebWise.

The BBC is working with a range of organisations such as UK Online, Race Online 2012, Age UK, the Post Office, Digital Unite and public libraries to pull together knowledge, resources and expertise to help people get online.

Our research into online access tells us that it's an important opportunity to address the barriers and lack of confidence that older audiences may have about computers and the internet and help them feel more confident about continuing with further sessions.

Applying

We want you to come up with a great idea on how you'd work with a (non BBC) partner or partners to establish, promote and run a BBC First Click course targeting older people to use computers and the internet in Preston.

The candidate with the winning pitch would then, in principle, make their idea a reality by spending 2 weeks at the BBC making it happen. You'd work with the BBC Learning Campaigns Project Manager, local radio, our online team, and possibly

regional news to see how a BBC Learning campaign and event is achieved from scope to delivery and beyond.

We would expect you to work with the external partner and the Learning Project Manager to ensure that the event is on message with the key BBC Learning required outcomes and we'd help you to pitch your ideas to local radio, regional TV news if appropriate, and online to get your event promoted, covered afterwards, or both.

And you'd work with the audience to ensure there's potential for next steps for them once they've taken part in a course.

Funding

BBC Placements are usually often unpaid, but in this case we'll pay an outstanding candidate a daily rate of £50 per day for a maximum of 10 days work. Some funding towards travel expenses will be negotiable.

Deadline

Please submit your entry by midday on Thursday 18th November to lisa.wilson@bbc.co.uk