

Micro-Placements Project

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| Company Name: | Evenbreak |
| Website: | https://www.evenbreak.co.uk |
| Brief company description: | Evenbreak is a social enterprise run by and for disabled people. We have an accessible specialist job board, helping inclusive employers and disabled candidates find each other. We also offer support to employers to help them become more inclusive and accessible, and to disabled candidates to help them sell themselves well to employers. |
| Industry/Sector: | Advertising, Marketing and PR |
| Size of the organisation: | Small Organisation: 10-99 employees |
| Clients (if appropriate): | Mainly large national and international employers across a range of sectors, including Unilever, Channel 4, John Lewis, Amazon, PwC, Financial Times, DPD, Bulb and others |
| Address: | |
| TFL Travel Zone (if applicable): | 1 |
| Host Name: | |

The Project: Marketing Micro-Placement

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| Project Description: | <p>Project Description:</p> <p>We offer two main services to disabled candidates - access to a specialist job board, and access to specialist Careers Coaches.</p> <p>It is important that we attract as many disabled people who are looking for work as possible, for a number of reasons:</p> <p>We can only offer support to disabled people who know we exist and what we offer</p> <p>There may be many people who don't define themselves as 'disabled' but who may still benefit from our services</p> <p>The more disabled candidates register on the job board, the more attractive it is to employers (who pay to advertise, and so pay for Evenbreak to function and offer our services)</p> <p>The project will produce an evidence-based marketing strategy to engage with disabled people looking for new or better work across the UK. We particularly welcome candidates with lived experience of disability.</p> <p>Organisational Need:</p> <p>How can we engage with more disabled people looking for work to use our services?</p> <p>Tasks:</p> <ol style="list-style-type: none"> 1. Desk research 2. Surveying disabled people 3. Producing a marketing strategy |
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| | <p>Objectives:</p> <ol style="list-style-type: none"> 1. Understanding how to carry our primary and secondary research 2. Analysing data and producing a report 3. Presenting findings to senior management <p>Project Outcome: Report, Presentation</p> |
| Person Specification: | <p>Core skills sought: Organisation skills, Written communication skills, Numerical and analytical skills, Research skills</p> |
| Number of students sought: | 1 |
| Discipline sought: | Business Management - Year 1, Business Management - Year 2 |
| Suitable project for 1st years? | Y |
| Suitable for internationally based students? | Y |
| Selection: | In order to assess the potential candidate(s) the Host would like to interview you (virtual). |
| Project sector: | Advertising, Marketing and PR |
| Project Type: | Remote working |
| Preferred start date: | |
| Flexible? | Yes |
| Duration: | Full time, Part time |
| Remuneration: | The company accepts that they will cover travel expenses and either provide lunch or cover the cost of lunch when the student is in the office. |
| Project Location: | Remote working |
| TFL Travel Zone (if applicable): | N/A |

To best prepare for the meeting, we would encourage you book an appointment to speak to a Careers Consultant in the Careers Service.

Click [here](#) to book a Micro-Placement mock Interview.