

1.0 In summary

By means of a six-week intensive assignment, Phase 37 wishes to conduct a feasibility study for a new service to be introduced under the existing Employgo brand. Although it addresses the same market as the existing web-site (job-seekers aged 18-25), the proposed new service represents a radical and exciting new departure from the current web-site based offering.

The study must:

- Assess likely market demand
- Determine target pricing
- Determine routes to market
- Run a pilot and workshop
- Build a full profit and loss model
- Determine the service delivery logistics
- Estimate the size of the after-market and develop techniques for ensuring loyalty and peer recommendation
- Identify further service extensions
- Determine impact on current web-site and specify change programme to accommodate and promote new service
- Determine future resource requirement, write the job specification and assist in the recruitment of that resource to deliver the roll-out.

2.0 Need to know

2.1. Ideally suits

This short six-week assignment would ideally suit a Leeds-based, motivated, self-starting, enthusiastic graduate or undergraduate seeking a challenging, fast-paced work placement in an entrepreneurial environment, serious about taking a next step into the world of work. Candidates must thrive under pressure and be happy to work without precedent. The project calls for creativity and innovation, coupled with lateral thinking and guided by sound commercial principles. Any experience with event management or marketing to the 18- 25-year old market would be helpful but not essential. Candidates must be able to work at both a strategic and a detail level and be comfortable working closely with Phase 37's Executive Management. The project involves working in a fun and stimulating entrepreneurial-led environment.

2.2. Project Sponsor

Reporting directly to Simon Clothier, Phase 37's founder.

2.3. Commencement and Duration

Immediate commencement, in order to meet completion deadline of Friday 31 July.

2.4. Manpower

Two people, full time.

2.5. Location

Based at Phase 37's Leeds Head office located at the Round Foundry Media Centre Leeds (www.roundfoundry.net) and will also require an amount of field-based research and market-testing.

2.6. Pay and rations

£200 per week and all business expenses re-imbursed.

2.7. Recruitment Process

Phase 1; Shortlist – please send a CV and short covering letter explaining “Why Me”

Phase 2; Selection – group assessment session

In the first instance applications to be sent to rona.cubitt@phase37.co.uk

2.8. Further information

For background purposes only candidates may care to visit www.employgo.co.uk and www.phase37.co.uk . There are no specific references to the project on either of these two sites but candidates will get a feel for the environment and the culture in which they would be working.

3.0 The final word

For the right candidate this should be a fun, stimulating, demanding, learning project which will compliment any CV; if things go really well it could lead to something more substantial but as would be expected there are no promises.

If in any doubt about any aspect of the above, please do not hesitate to contact Rona Cubitt on the email above and she will be happy to answer any questions.

End - 05 June 2009