

Placement Provider:	1599 Productions Association
Placement Contact:	Claire Hunt: Executive Producer, Producer
Location(s) of placement:	University Campus
Start Date:	June/July
Duration:	8-12 weeks –this will be discussed with applicants and the Company is flexible
Work hours each week:	16 hours approx – this will be discussed with applicants as there is flexibility with this requirement
Deadline for Applications:	30 th May 2017
Resources available eg library data, computer, desk etc	Supporting materials e.g. background information documents, trailer, some suggested contacts
Equality and diversity policy is in place and monitored	The University Equality and Diversity Policy will apply to this placement
Security clearance required	No
Disclosure Barring Service check required	No
Description of Placement:	
<p>Create and implement a marketing strategy and plan for a non-profit Elizabethan docudrama (DVD) and its accompanying CD of period music. ‘1599 – A True Story of the Elizabethan Court’ is a content-rich 97-minute film about 2 young people from Ordsall Hall in Salford, narrated by Christopher Eccleston and presented by Clare McGlinn (‘Cops’, ‘Coronation Street’). Shot in and around Manchester, it highlights the relevance of late Tudor history to the North West. The film has been approved as an (unofficial) educational resource for a new GCSE History ‘Elizabethans’ module offered by 2 out of the 3 exam boards (which cover the exact period) and the Schools History Project (with potential support from Historic England). An education pack to go with it is in preparation and this would seem an ideal time to promote the film (very little promotion has been undertaken as yet). This could be combined with press releases. ‘1599’ is an unusual project. It has been undertaken entirely by volunteers on limited funding. All net profit will go to local charities. By contributing to the project, the successful applicant would become a member of 1599 Productions Association.</p>	
Expected Tasks and Outcomes :	
<ol style="list-style-type: none"> 1. Create marketing strategy and plan, including researching market for historical/educational docudramas, identifying target customers e.g. museums and historic houses (including in the USA), creating promotional and online marketing strategies. Outcome: 5-8 page document (Word/PDF) 2. Implementation of above plan. Outcome: Promotion of product, particularly online via posts on relevant websites and social media, (ideally) direct marketing to niche market e.g. museums and historic houses (especially in the USA) 3. Potential involvement (if desired) in press campaign. Outcome: Contact local media regarding press releases (to be written by executive producer but successful applicant could have input) 4. Potential attendance (if desired) at promotional stall at Schools History Project Conference in Leeds on Saturday 8 July. Outcome: Promote the product to history teachers and get to meet them and understand their requirements 	
Specific Skills/Experience/Training Required for the Placement:	
<p>Essential: A passion for history, familiarity with/interest in the wider uses of social media, interest in marketing (and possibly education) Experience of marketing would be a plus, but not essential</p>	
Training and experience expected to be gained through the placement:	
<p>Training concerning the product is offered. We can demonstrate the large and varied number of tasks involved in putting together an historical docudrama – both in terms of the technical requirements and the historical research (the film has taken 7 years to complete and represents the combined input of over 100 people). We can also offer regular (e.g. fortnightly) meetings and support via phone calls and emails. Experience: Devising and implementing a marketing strategy and plan. We feel that the most useful (‘real</p>	

world') experience would be in its implementation i.e. making (and possibly responding to) posts on websites and social media and (ideally) contacting relevant targeted stockists e.g. historic houses and museums (especially in the USA)