

Example Micro- Placement Projects

Example 1

Finance & Operations:

Project Description:

Review the project cost centre process of allocation and reconcile the data to the management accounts for H1. This will involve liaison with portfolio management and operations teams, pulling reports from accounts systems, reconciling costs and expenses.

Proposing any improvements/simplifications to the current system and suggestions for automation.

Prepare a guideline for users with cost centre allocations.

Attending the weekly operations committee meetings where necessary to explain project and present findings.

Organisational Need:

The current system is too complicated and cumbersome. Streamlining to make it more efficient.

Tasks:

- Review current process from the accounts view
- Run reports and analyse data
- Propose efficient process
- Write guidelines for revised process
- Present to Operations Committee

Objectives:

1. Understanding of how cost centre allocation feeds into monthly accounting process
2. Develop Excel functionality skills
3. Experience of presenting to a group of managers

Example 2

HR Placement:

Project Description:

HR Strategies to develop and roll out a site staff training and development plan.

We are contemplating bringing site staff management in-house. This means policies, procedures, blueprints as well as induction, training, risk assessments and personal development plans. Of course we have all this in place for our professional teams - the challenge is to create the blueprint for this as a department, and most importantly to consider the metrics and deliverables!

Organisational Need:

To create HR strategies to develop and roll out a site staff training and development plan

Tasks:

- The Micro-Placement student will create HR strategies to develop and roll out a site staff training and development plan. The student must consider the policies, procedures etc within individual teams and use this information to create a blueprint for the department, considering the metrics and deliverables.
- The student must consider what would success in the roles look like and consider how best to engage, train, and motivate staff. The student will analyse data, complete research, and test their theories.

Objectives:

1. Learn business application of textbook principles
2. Understand GDPR
3. Learn HR processes and procedures

Example 3

Legal Placement

Project Description:

Company X is a young team of architects, designers, and engineers. We work on projects at different scales, in the fields of architecture, interior design and urban developments. We are looking for an enthusiastic law student to join our team and provide creative ideas to help achieve our goals. You will have administrative duties in developing company policies and contracts templates.

Organisational Need:

You will collaborate with our team to develop policies specific for our company. You will also develop further contracts within UK and overseas. This Micro-Placement will help you acquire law skills specific for the architecture, engineering, and construction industry.

Tasks:

- Analyse current policies
- Develop policies tailored to our company
- Develop contract templates

Objectives:

1. Develop law and contracts strategy
2. Establish policies tailored to our company
3. Create templates for various use

Example 4

Marketing & Social Media Placement:

Project Description:

Company X is seeking to increase the effectiveness of its marketing and communications through a variety of channels including social media (mainly Twitter and LinkedIn) together with its website and other promotional outlets.

You will review our current marketing and comms activity and suggest improvements to this as well as refreshing our overall marketing strategy and content planning.

You will work closely with the Partnerships team to support them in the development and creation of collateral and content such as collecting client case studies, creating posts on social media channels, updating news items on the website etc.

Organisational Need:

Review, improve and implement Company A 's marketing strategy for our three audiences - Universities, graduate recruiters and graduates.

Tasks:

- Review and analyse current marketing activity
- Create and implement new marketing strategy
- Collect client case-studies
- Create new marketing/promotional materials and content
- Update news area of the website
- Post on our social media channels
- Assist at our digital events such as Collide
- Support partnerships team in collateral creation and development

Objectives:

1. Develop knowledge of marketing and communications
2. Develop knowledge and awareness of graduate recruitment and employability
3. Develop content creation skills
4. Develop remote working skills
5. Enhance understanding of micro-SMEs

Example 5

Business Development Placement:

Project Description:

The project is to identify and analyse how Company X can increase their revenue. This will require a student performing market research to identify how Company X can more competitively place themselves in the marketplace, compiling the information in a report with recommendations. They will also use this information to identify new clients to be approached. The Micro-Placement student will use this new research to add to and organise the existing client list and data set.

The student will also gain experience generating leads and calling these identified prospective customers. They will also help develop existing client relationships. This may include handling some customer enquiries to gain an insight into the queries and issues faced by the business' clients.

Organisational Need:

How to make Company X's business more competitive in the marketplace

Tasks:

- Evaluate current marketing efforts
- Compile market research questions
- Identify target audience and survey them
- Analyse findings and identify Company X's competitive advantage through the questions
- Summarise and analyse findings into a report to present to the founders of the company
- Make insightful recommendations to make the company more competitive
- Use findings to reach out to new customers
- Present findings
- Help manage existing clients including answering customer queries

Objectives:

1. Develop market research skills and commercial awareness
2. Hone analytical skills
3. Learn how to interpret data and compile into a report
4. Learn how to communicate your findings to help others in the company action your recommendations
5. Develop client management skills
6. Gain an insight into business development and sales
7. Gain exposure into the inner workings of a small business

Example 6

Research Placement:

Project Description:

The company is seeking a dynamic student to act as a Research Associate throughout the lifespan of a key research project. This will culminate in a published paper, to be shared amongst senior leaders in the Higher Education sector and publicised on industry news platforms.

This project will provide the successful student with an opportunity to play a central role in the sectors.

Tasks:

Over the course of this project, the Research Associate will take ownership of the initial research process, including, but not limited to:

- Perform extensive primary and secondary research to build a detailed understanding of a core market in the UK
- Carry out preliminary research (qualitative and quantitative) via various methods:
 - Develop and manage an industry-wide online survey
 - Desktop-based research, drawing on existing published reports
 - Conduct interviews with senior leaders within the HE sector
 - Collate, analyse, and synthesise research findings to develop valuable insights and strategic recommendations for the wider project team
 - Work with the project lead to further refine the project scope and research strategy as the project develops

Objectives:

1. Further develop strong research skills across a variety of mediums
2. Learn about the full process involved in a research project, to be published for industry leaders and inform best practice
3. Develop strong, confident communication skills
4. Thorough insight into the Executive Search and wider recruitment industry
5. Strong introduction to the professional business environment Key personal attributes this project will develop:
 - Responsibility and personal accountability
 - Independent research skills
 - Written and spoken communication, including telephone skills
 - Time and priority management
 - Professionalism