TRAINING OFFER PLEASE APPLY TO research@lb-qr.com Reference LLP Erasmus

Name of the student: to be completed
Subject area: to be completed Academic year: to be completed
Degree: to be completed
Sending institution: to be completed

Host organisation: Lb Qualitative Research

Planned dates of start and end of the placement period: from tbc (September 2013) till tbc (September 2014), that is 12 months

- Knowledge, skills and competence to be acquired:
  - Overall Communication & Writing skills in French: Handle a phone conversation in fluent French with collaborators, prospects or clients, Write emails, presentations and reports in French and English, translations in French or in English (or in German)
  - Event and Company Communication skills: organise events and communication emailing campaigns, update customer database, write articles, business development actions
  - Market Research skills: Organise research fieldworks, take notes in French, analyse contents, Prepare reports in French or in English
  - Organisation: manage several admin tasks and update various database spread sheets

- Detailed programme of the training period:
  - Lb Qualitative Research is a qualitative market research company based in Central Paris (near Père Lachaise – central Paris)
  - We provide qualitative research services to the FMCG industry in France & in Europe. We run focus groups, interviews, and analyse contents to deliver highly intelligent recommendations.
  - We are a small structure (We are a team of 4 persons, one research director, two research executives, and a long term intern).
  - The role of the Trainee in such a small structure is therefore very important and the Trainee will be given several key responsibilities (see below) that should be taken very seriously.
  - In return for commitment and hard work, the Trainee will be integrated in a very welcoming team where the Trainee will acquire valuable skills and knowledge.

- Tasks of the trainee:
  - Manage daily administrative tasks:
    o Managing mail (going to Post Office near the office) and the Office Supplies
    o Update commercial or accounting database spread sheets
    o Searching for information, images, videos on Internet
    o Translations (French – English / English-French)
  - Events and Company communication campaigns
    o Organise events
    o Organise emailing campaigns
  - Market research projects
    o Prepare fieldworks (recruit consumers, handle material for fieldwork, requests for costs)
    o Assisting to fieldworks and taking notes in French
    o Analysing part of the fieldwork contents and assisting consultants for the analysis
    o Assisting the consultants in preparing PowerPoint Presentations, or reports
- Company development projects
  - Help in improving the website or other communication tools
  - Participate to the blog, the newsletter
  - Handle Public relations with journalist
  - Create - develop graphic works for commercial documents

- Monitoring and evaluation plan:
  - There will be a training period of two week with the Market research executive. Then, the Trainee will be closely monitored and trained by Laure BOISIER, Founder of the company and Qualitative Research Director
  - The trainee will be evaluated after one month, than on a quarterly basis and at the end of the internship. The review will be conducted by Laure BOISIER
  - The Trainee will report directly to Laure BOISIER and work closely with the two market research executives.

- Employment benefits:
  - Working Hours: from 9h30 to 18h30 (one hour lunch break) from Monday to Friday
  - Salary: The Trainee does not receive a salary but a monthly compensation of **436,05 euros**
  - Food Tickets: **8,68 € “Ticket Restaurant” will be given to the Trainee (one ticket per working day).**
    - It is more or less about **additional 150 euros**
  - Carte Navigo (for subway): 50% of the monthly metro card (60€ within central Paris) is paid by the company. It is **additional 30 euros**
  - Total compensation = (more or less) **616 euros**
  - Holydays : 5 weeks (not to be chosen : one week Christmas, 2 weeks in august)
  - Accommodation: Lb Qualitative Research does not provide the Trainee's accommodation, but will assist and advice the Trainee on how to find an apartment or a Residence Hall.