Summer Term Challenge: Humanities at Work
Prison Fictions Project: Marketing and Advertising

Please apply using the [online application form](#). Please note that this option is only available to students from the Department of English and Related Literature. Education students, please do not apply to participate in this placement.

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<tr>
<th>Aims</th>
<th>To plan and implement a marketing and advertising campaign for the Prison Fictions and Human Rights project’s summer events, including the public event which is part of the Festival of Ideas.</th>
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<td>Background</td>
<td>This is part of the Prison Fictions and Human Rights Project organised by Drs Michelle Kelly and Claire Westall (English) which will establish a partnership between the Department of English and English PEN, a human rights charity whose work promotes literature. It will also organise a series of talks and a day of events in the Summer Term. Students on this Marketing and Advertising Campaign Project will develop and implement a marketing and advertising strategy to attract university members to the Summer Term talks and to attract internal and external guests to the Festival of Ideas Prison Fictions event. Finally, the group will create a poster campaign that captures and explains their project experience and how it linked with or complimented their curricula/degrees.</td>
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| Activities | Those selected as part of the team will be expected to:  
- Plan and implement an internal marketing and advertising strategy for Summer Term events (week 1-4) and another for the Prison Fictions event at the Festival of Ideas which will also attract external guests.  
- Create a poster campaign for other students that explains their project experience and how it linked with or complimented their curricula/degrees. |
| Volunteers | This option is only available to students from the Department of English and Related Literature. We are looking for 4 students. The following attributes are essential:  
- Interest in Prison Fictions and Human Rights and public engagement with the arts and academia  
- Organisational ability to plan and prepare marketing and advertising materials; creativity and desire to maximize awareness of events in a professional manner; good time and budget management; reliability  
- Ability to work collectively to produce marketing/advertising materials and distribute them professionally |
| Benefits to you | • Exposure to external Human Rights charity work, journalists, authors and other guest speakers  
• Experience of marketing and advertising campaigns for internal and external audiences.  
This project would be good experience for those considering a career in the following sectors: third sector, human rights, marketing and advertising, public and community arts |
| Curriculum links | English:  
- Links to Fictions of Human Rights (topic module) and Global Literature module  
- Developing public awareness of teaching content and its relationship to current public debates  
- Researching, planning and executing a group project and using creativity to raise awareness  
- Opportunities to practice project management skills required for all topic modules and use creativity to raise awareness |
| Location | This project is based at the University and will involve working with staff from the English Department |
| Your commitment | Volunteers will need to commit to:  
- Attending all training sessions, Dragons’ Den, celebration and evaluation sessions and team meetings (see dates below), as well as working in their own time to bring the project to fruition  
- Contributing approx. 20 hours (per person) to the project, given flexibly over weeks 7 to 10 of Summer Term  
- Additional commitments will be required (Summer Term weeks 1-4) to develop the campaign  
- Meeting the aims of the project, delivering a marketing campaign that attracts people inside and beyond the university and providing the case study poster campaign by Tuesday week 10 of summer term |
| Dates | All dates listed are mandatory. **Do not apply to this project if you cannot commit to attending all sessions.**  
- **Deadline for applications**: 5 pm, 23 February (Thursday week 7)  
- **Team Training**: 1.15–3.15, Wednesday week 1, summer term (25 April) and 1.15–3.15, Wednesday week 2, summer term (2 May)  
- **Dragons’ Den**: 1.15–3.15, Wednesday week 5, summer term (23 May)  
- **Celebration and evaluation**: tbc |
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<th>How to apply</th>
<th>Any questions? Email <a href="mailto:volunteering@york.ac.uk">volunteering@york.ac.uk</a></th>
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<td>Apply online</td>
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