WMG

Project Assistant – Bicycle hire scheme business models analysis

£9.05 per hour (+ £1.09 per hour holiday pay)

Ref: WMGSME020/17

Fixed Term Contract: 8 weeks full time (36.5hpw)

Proposed start: September 2017

This is a collaborative project between WMG SME Group and Pashley Cycles, England’s longest established cycle manufacturer. You will need to analyse the global bicycle hire scheme market and propose potential business model options for future schemes as well as investigate existing schemes, new entrants, technology options and more.

You will also organise and help run a collaborative ‘Create Plan Test’ business model generation workshop that will be facilitated by the SME Group. If you’re interested in disruptive business models such as Uber and Air BnB, this is the post for you.

The post will be based approximately 60% at WMG, University of Warwick, Coventry, and 40% at Pashley Cycles’ building in Stratford-Upon-Avon.

You will be educated to, or working towards a relevant e-business, entrepreneurship or business degree or masters (or equivalent).

This post is not eligible for visa sponsorship, so applicants must have existing eligibility to work in the UK for the duration of the contract.

If you are interested in applying for this Internship, please send a covering letter and CV to Rachel Curno, WMG HR Assistant, email address: wmghr@warwick.ac.uk by 03/09/2017. Please quote the reference number WMGSME020/17 in all correspondence.
JOB DESCRIPTION

POST TITLE: Project Assistant – Bicycle hire scheme business models analysis

DEPARTMENT: WMG

POST RESPONSIBLE TO: WMG SME Group, University of Warwick

SALARY IN THE RANGE: £9.05 PER HOUR + £1.09 PER HOUR HOLIDAY PAY

REFERENCE NUMBER: WMGSME020/17

CLOSING DATE: 03/09/2017

JOB PURPOSE:

The WMG SME Group works with many SMEs each year. This particular project will involve undertaking an in-depth analysis of bike-sharing schemes, producing a report that will include a review of key players in the industry, highlight the threats and opportunities, and identify market gaps and propose potential business model options. You will also review newest and future technological trends in the bicycle industry.

DUTIES AND RESPONSIBILITIES:

1. Research the global market for bicycle hire schemes, and benchmark best practice.
2. Investigate uptake of new technologies within these schemes.
3. Identify potential gaps in bicycle scheme offerings.
4. Liaise with the WMG SME Group to plan and run a ‘Create Plan Test’ workshop.
5. Analyse information and draw conclusions of possible future business models.
6. Create a written report and deliver a 20 minute Powerpoint presentation of recommendations and findings.
7. Undertake a handover of information to the WMG SME team and Pashley Cycles.
PERSON SPECIFICATION

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<th>REQUIREMENTS</th>
<th>ESSENTIAL (E) or DESIRABLE (D) REQUIREMENTS</th>
<th>MEASURED BY:</th>
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<tr>
<td>The post holder must be able to demonstrate:</td>
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<td>a) Application Form</td>
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<td>Educated to, or working towards a relevant e-business, entrepreneurship or</td>
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<td>b) Test/Exercise</td>
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<td>business degree or masters (or equivalent)</td>
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<td>c) Interview</td>
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<td>Good problem solving skills</td>
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<td>d) Presentation</td>
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<td>Ability to be flexible to work in different environments</td>
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<td>Ability to undertake desk based research</td>
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<td>Good organisational skills</td>
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<td>Good written and presentation skills</td>
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<td>Understanding of the global bicycle industry</td>
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<td>Industrial work experience</td>
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FURTHER PARTICULARS

For further information about the University of Warwick, please visit our website at http://www2.warwick.ac.uk/services/humanresources/jobsintro/furtherparticulars

For further information about the Department of WMG, please see our website at

http://www2.warwick.ac.uk/fac/sci/wmg

For further information about WMG’s SME Group

http://www2.warwick.ac.uk/fac/sci/wmg/business/sme/

Recruitment of Ex-Offenders Policy

As an organisation using the (DBS) Disclosure and Barring Service to assess applicants’ suitability for positions of trust, the University of Warwick complies with the DBS Code of Practice and undertakes not to discriminate unfairly against any subject of a Disclosure on the basis of a conviction or other information revealed. More information is available on the University’s Vacancy pages and applicants may request a copy of the DBS Code of Practice.