



English lesson 3 – Student worksheet

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Learning aim:

To summarise a text to determine key ideas and information.

Scenario:

Zara, a college student, has been invited to interview for the role of digital marketing apprentice at Hawk UK, a digital marketing agency.

Jayden, a HR officer at Hawk, has been working on the in-tray exercise for candidates to complete on the day. (In-tray activities place candidates in a realistic workplace scenario. Candidates will be asked to complete a task and will then be assessed on their attitude and workplace behaviour.)

Jayden's in-tray exercise is a proposal request from a fictitious prospective client, Gravenstoke Museum. Its aim is to assess candidates' ability to summarise a proposal request, feedback accurate information to their manager and make informed judgements.

Jayden needs to test the activity to ensure it is fit for purpose. You, along with some of your colleagues in the HR team and the department hiring for the role, have been asked to complete it.

Career spotlight:

Human resources (HR) officers hire, develop and look after people in an organisation. Their responsibilities include helping to recruit new employees, handling complaints and disciplinary procedures and making sure employees have the right pay and benefits. They are strong team-workers with good attention to detail. They may be required to have knowledge of human resources and employment law.

In-Tray Exercise

Hawk UK

You have been asked by your line manager to summarise this proposal request from a prospective client, Gravenstoke Museum.

Please read the proposal request and then complete the questions below.

Proposal Request: Gravenstoke Museum

1 Since 1989, Gravenstoke Museum has been welcoming visitors to enjoy the incredible array of artefacts it has to offer.

Our most acclaimed artefacts are:

- A WW1 collection (which includes a selection of uniforms, weapons, medals, personal artefacts, letters and artwork dating from 1914–1918. We have also acquired more artefacts from local residents, who wish to commemorate their relatives' achievements during this period – although these are not currently on display.)
- Witches and wizards' collection (which includes an original copy of the account of the local witch trials, lucky charms, dolls and a white witch's pig's heart, complete with nails, all dating from the early 1600s.)
- Anglo-Saxon artefacts (including coins, tools, pottery and jewellery. These were all discovered locally and are dated between AD 450–1100.)

2 Footfall over the last 4 years has dropped to below our expected requirement, although this is in line with the national drop. For example, between January and March 2023, there were a total of 8.6 million visits to museums and galleries sponsored by the Department for Culture, Media and Sport. This was 23.4% lower compared to the same period, pre-pandemic, in 2019, which saw 11.2 million visits.

Over the last 4 years, we have also seen less and less local residents visiting the museum, with only 910 visiting in the last 12 months.

3 Thanks to a £1.8 million investment from the council, Gravenstoke museum will upgrade its heating, electric and water systems, have a new roof, benefit from a new building (which will store a range of transport used in both World Wars, including 2 tanks, an original Ford GPW and a Norton 633 motorcycle), create a café and gift shop and improve our user resources. This will include new monitors, sound systems, projectors and interactive display equipment.

4 Gravenstoke require a digital marketing agency to help us widen our reach. Within the first 12 months of all building work and installation work ending, our key objective is to improve yearly average footfall from 3,500 guests to 16,500. Our plan is to increase this again by another 50% in the following 12-month period. We are now closed and building work has started. We hope to reopen in 9 months, on September the 21st.

5 The grand reopening will be a defining moment, not only for the museum and its staff, but also for our town and county. It will bring national attention to Gravenstoke's rich history and shine a light on the role we have played in some of the country's most significant historical moments.

6 Gravenstoke Museum are seeking proposals from marketing agencies to help us achieve our goals.

Proposals must be submitted within 4 weeks' time. Any proposals received after this date will not be considered.

At this time, the budget allocated to the work required is £100,000. Should additional funds become available, the budget may increase after the contract has been awarded.

This budget includes strategic planning, creative services, media placement and purchase and all associated professional fees.

The winning agency will:

- Provide us with in-depth strategic planning, providing 1- advice and guidance on the use of new and emerging media and methods of execution, consumer trends and technological developments within our industry; 2 – relationship management with community representatives to ensure the gravity of this reopening is reflected within the campaigns you produce, and 3- a full user persona portfolio to help us understand our main target audience.
- Provide creative development, delivering effective advertising campaigns to reach our target audience, across numerous channels, including both digital and print.
- Provide project management services, ensuring the contract stays on time and in budget, with monthly updates and reports filed and shared with representatives and stakeholders.

Question 1 – Create a title of no more than 5 words to summarise each of the 6 sections within the proposal request. (The sections are clearly defined in bold above.)

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Question 2 – Your line manager wants to know the answers to the following questions.

A – What is Gravenstoke’s budget for the marketing work?

B – Do they hint that this budget may be flexible. If so, what do they say?

C – What is the main KPI (Key Performance Indicator) attached to this project?

D – Provide a summary of how well the museum industry is fairing post-pandemic.

E – How long have we got to submit a proposal?

Question 3 – Create a 4-sentence summary of Gravenstoke’s proposal request to share with your line manager.

Extension question

Question 4 – Provide feedback for your line manager to explain whether you feel this is an attractive prospect for the agency. Consider the pros and cons. (In other words, if the agency wins this project, how might it benefit them (pros), and could it affect them negatively in anyway (cons)?

