

PROPOSAL MARKETING PLAN

SABLONY3 July 2020

TARGET GROUP

Pre-School, Primary, Lower Secondary Teachers

TRAINING ACTIVITY

Study Visit,
Shadowing in relevant / Similar schools abroad – EU, UK, Iceland, Norway

TOTAL TRAINING HRS

30 Hours per Week,
Minimum 1 – Maximum 4 Weeks

PROJECT DURATION

2021 – 2023

FUNDING TERMS

Organisational Support –

EUR 350.00 per person

Subsistence –

EUR 136.00 per person

Accommodation, Food, Local Transport and Insurance.

Travel – Same as Erasmus+



PROGRAM DESCRIPTION & OBJECTIVE

Easy Job Bridge has been implementing Job Shadowing programmes for the last 7 years and we pride ourselves on having partnerships with various local schools. Upon arrival in Malta, our driver will meet you at the airport and take you to the accommodation so that you can check in and rest. On the first working day after your arrival, we will invite you to attend a Welcome Meeting at our offices where we will introduce you to Malta, to your accommodation and also go over the programme for your stay. Your Easy Job Bridge mentor will then take you for the first meeting with the school where you will be doing your job shadowing experience. During this first meeting, you will meet the teacher and headmaster (depending on availability), go around the school and also discuss the job shadowing experience directly with the host organisation. During the week you will then have time to meet other teachers at the school and discuss Malta's education system and the differences between Malta and Czech Republic. After school, we encourage you to explore the Maltese Islands, we are small in size, but there is a lot to see and do in Malta! Have a walk and stop for a coffee in the old medieval city of Mdina, do a spot of shopping in the urban seaside area of Sliema with the majestic Valletta view and then hop on the ferry to explore the capital city of Valletta with its grid like streets, numerous gardens overlooking two majestic harbours and amazing restaurants. Should you have an extra day in Malta over the weekend, we encourage you to explore the sister island of Gozo as it has a different tempo to life than Malta and is unique in its' own way. When the week is over, we will invite you once again to come and meet us at the office so we can chat about the experience in Malta, the educational knowledge gained and the logistics for your departure.

Founded in 2003, Easy Job Bridge has been successfully implementing a work experience program whereby students are offered an unpaid work placement in Malta, in any field that matches with their study programme and future vision. Serving as a bridge between students and host companies, our strong point is logistical operations. All of our programmes are tailor made to fit our clients' needs. Be it placing students in the right work placements in order to enhance their skills and learn how to live in a new culture, or bringing like-minded professionals together to discuss points of interest and exchange best practices between countries, we have the right people in the team to ensure a smooth and successful programme implementation in Malta.

Easy Job Bridge won the European Language Label awarded by the European Commission for its' excellent services in organizing work placements.

The company has an extensive network in Malta extending to the private and public sectors alike and it is through this strong network of local and international organizations that it ensures fruitful work placements and study visits alike. Over the years we welcomed over 4500 students for unpaid placements in Malta and organised their successful mobility programme. In 2019 alone, the brand opened its doors to 1300 students from all over Europe. The nationality mix for the work placement programme is very varied with students coming from Germany, France, Netherlands, Hungary, Romania, Slovenia, Italy, Finland, Spain, Lithuania, Czech Republic, Poland, Estonia, Croatia and Japan.



EASY JOB BRIDGE
stands on three core values and these are; .

Empowerment – we want our students to be the best that they can be and we are here to give them the opportunity to develop and grow. Our students are not only 18 year olds enrolled in educational institutions but also more mature individuals who are looking to start a new career and re-train in a new path. At EJB, we believe in giving everyone the same prospects to empower them to reach their life goals.

Excellence – Our clients are our number one priority. Throughout the years, we are proud to have established long lasting partnerships with a number of educational institutions from all around Europe and we achieve this by putting the client first in everything that we do.

Flexibility – We believe in being bespoke. Since we know that the devil is in the details, we are known for being extremely adaptable and open to rising to any challenge. A flexible attitude is key in ensuring students' expectations are exceeded and their needs catered to.

Easy Job Bridge has a strong International team behind it that ensure the smooth running of each and every mobility. Headed by two Managers, the team consists of an Accommodation Executive and a energetic Team of Internship Coordinators. The company is also supported by the Team at Easy School of Languages.

Apart from organising every aspect of the work placement (including the necessary mentoring and supporting documentation), we also sort out Accommodation, Airport Transfers, English Courses and Leisure Activities.