I-Land Life, a cross-generational, oral history project exploring the heritage of families who have migrated to Britain

Heritage Lottery Fund West Midlands have launched a multi-media campaign running from May 2015 - May 2016.

Working with Beatfreeks, a social enterprise specialising in youth engagement, the Heritage Lottery Fund is questioning what heritage, identity and culture means to young people in Birmingham. We want to encourage and support more young people and youth groups to explore projects and ideas which are inspired by their heritage. We currently have five great opportunities for Routes2Routes co-creators. We are looking for bloggers, networkers, connectors, designers and young people buzzing with ideas to share.

Send a paragraph telling us why you want to be involved and a picture of something that represents you to amerah@beatfreeks.com by **Tuesday 30 June 2pm**

Are you a blogger extraordinare?

Want to help young people explore heritage, culture and identity? A passion for words, writing or listening? Capture stories of local people and bring their personalities to life in your own way.

Are you a brand innovator?

Bags of ideas and energy but not sure where to apply them? Work with us to make sure we reach into the right networks, at the right time, in the right way.

Are you a creative director?

An eye for all things creative? Love pulling together ideas and projects? Work with us to shape the campaign identity.

Are you interested in PR and Press?

Love to get stories out there? Confident and articulate? Schmooze with the press to drive interest to the campaign. Be the connector.

Are you a social media mogul?

Are you snap happy on instagram and know how to squeeze the most out of 140 characters on twitter? Get experience in running a live social media campaign.

- Minimum three month placement
- Must be available for a meeting Wednesday 1 July at 5pm for an induction