



ESPA

Market Research and Communication Internship

(ESPMC0707)

[Apply here](#)

Start date

September 2017

Duration

6 months

Languages

Good spoken and written English levels are required (B2 onwards)

Location

Bath, England

The setting is a UNESCO world heritage site in the South West of England. It is one of only two European cities with this status (the other being Venice). The world famous Roman Baths and other attractions bring 4.5 Million visitors per year and a very international feel. The city also hosts two great universities. It has wonderful cultural experiences & festivals throughout the year.

Are you eligible?

Are you a registered student?

Or

Are you eligible to participate in the Erasmus+ programme?

Benefits

See website for details of all ESPA benefits. For all internships over 6 months, additional benefits will be paid. Details available at interview.

Role

For this varied role, ESPA is seeking a strong candidate capable of performing Market Research activities as well as developing new relationships with the High Educational Institutions Network in the EU zone (mainly Universities and Business Schools) in order to improve ESPA's database and to develop the presence and image of the company among Faculties and students or recent graduates. The ideal candidate would also have an interest in Marketing and fulfil the requirements of the Marketing Manager, which may be email campaigns, CRM management, analytics and social media posts. In conclusion, the aim of this role is to make sure that every student in the EU is aware of ESPA and its free internship services.

Tasks

- Research of Universities and Business Schools in all the EU countries.
- Relationship development with existing Educational Institutions that ESPA has in its database.
- Relationship development with new potential Universities and Business Schools that are interested in ESPA's services.
- Ability to research and to identify Educational Institutions' needs as well as students' preferences.
- Finding new promotion channels for ESPA's services as well as improving the existing ones.
- Recording all the useful information in the CRM in order to be used for ESPA's HR and BA teams.
- Marketing duties such as web analytics, social media posts, email campaigns.
- Be a key part of the happy, hard-working ESPA team.
- Other activities within the scope of the role, as required.

Personal Skills

- Excellent communication skills (via phone and email especially).
- Previous Market Research experience.
- Previous experience related with EU Universities and Business Schools.
- Excellent organizational and management skills.
- Confidence in order to express ideas and to explain ESPA's services.
- Proactivity and ability to develop own work.
- Excellent IT skills, experience with CRM software is a plus.
- Analytics, marketing experience or an interest in marketing.
- Goal oriented and ability to work autonomously.

The Host Company

ESPA or European Student Placement Agency is a recruitment agency whose goal is to find high quality internships for European students in the UK. We work closely with our host companies to ensure the positions provide students with a great experience, both professional and personal.