



## 6 Month Marketing & Social Media Internship

(HALSM2302)

### **PLEASE READ CAREFULLY BEFORE CONTINUING.**

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

**REQUIREMENTS:** ESPA vacancies are open to all EU passport holders able to travel to the UK for an educational work placement, without the need for visa documents. You have to still be a student or have graduated in the last 12 months. Any student who is unsure of their visa situation should check with their university before applying.

**BENEFITS:** All ESPA's services are **free** for students and alumni. The benefits are:

- 1) Paid Accommodation.
- 2) Paid Utility Bills (electricity, gas, water and council tax) + Internet Access
- 3) Commuter travel to work (accommodation will be found within an acceptable commuting distance from the workplace, if that requires more than a sensible walk then a bus/train ticket will be provided).

This will be sourced and managed on your behalf by ESPA. **These benefits have an approximate value of 700€-1000€ per month (depending on location).**

There is no salary over and above the benefits offered, unless specifically stated.

To know more, please visit: [www.espauk.com](http://www.espauk.com)

## The Host Company

A family owned regional contractor delivering construction services throughout the South West. With construction playing a pivotal role in building communities, the company aim is to provide sustainable, innovative and user friendly living and work spaces. Through their integrated approach from prequalification & cost planning through to construction and aftercare they ensure that their customers' and their stakeholders' needs are understood. They aim to meet these needs by providing predictable outcomes and keeping their promises.

## Role

As a Marketing and Social Media intern your aim will be create and build awareness of the company. The prime responsibility of this role is to proactively support the growth of their media outreach. You will mainly deal with Twitter, Facebook, LinkedIn and other social media tools creating and publishing content, you will be totally involved in the Social Media activities as well as some Marketing projects. Constantly aiming to increase brand awareness, you will also become a key person to reach out to future costumers and new partners. They are looking for a proactive and communicative personality.

## Duration

6 months

## Location

Bath. A world-heritage city in the South West of England which hosts two great universities. With a truly international feel it has wonderful cultural experiences and is just 1.5 hour train journey from London and a 15 minute train journey from the vibrant city of Bristol.

## Languages

English should be at least C1 (professional proficiency).

## Start date

March/April 2016.

## Tasks

- Assist in the development and implementation of content marketing plans for a variety of digital marketing channels (including email marketing and social media channels and blogs)
- Social media management (Posting and creating tailored content for Twitter, Facebook, LinkedIn), assume responsibility for maintenance of the social media content
- Manage engagement and responses through social media channels.
- Assist in diverse Marketing tasks and projects

## Personal Skills

### Essential:

- Degree in Marketing or Business
- Familiarity with all aspects of social media
- Excellent written and verbal English
- Computer literate
- Enthusiastic and motivated individual keen to contribute to the growth of the business
- Articulate, autonomous and able to take initiative
- An understanding of the different writing styles for various media outlets eg. blogs, articles etc.

### Desirable:

- Previous practical experience of marketing, ideally in social media

## How to apply

**STEP 1)** Please, register with us at <http://www.espauk.com/students/register-with-us>

**STEP 2)** Please, send an email to [apply@espauk.com](mailto:apply@espauk.com) with the reference code (**HALSM2302**) attaching your CV as a pdf file. A cover letter is always helpful.

## Are you eligible?

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