



## 6 Month Insight and Market Research Internship

DYSMR2305

### **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

Company whose products are in more than 65 countries around the world and employs more than 5,000 people worldwide. Leaders in Technology, this host company is constantly looking to grow and expand their team as well as develop the design and user experience of their products. Now, they are searching for the next generation to work on developing future technologies and they are looking for people with bright ideas to contribute to their success.

## Role

We are looking for someone to help us in the Insight Team. Our job within the organisation is to act as the voice of the customer: understanding consumer wants, needs and behaviour so we can better position our products. We are a global function, working across all of our markets.

From this role, we are looking for someone to assist in the delivery of some of the research projects that we run, particularly the Brand Media Tracker (understanding consumers' relationship with the brand name) and the Shopper Journey Research (understanding the shopper and purchase process), plus additional ad hoc projects when required

## Duration

6 months

## Location

Malmesbury, a market town and civil parish in the southern Cotswolds in the county of Wiltshire, England.

## Languages

Must be proficient in English

## Start date

July 2016

## Tasks

- Launch fieldwork (be the guardian of the project planning, check online questionnaire links)
- Maintain good/productive relationships with external market research agencies
- Update excel files with the latest data, accurately and in a timely manner
- Managing various stakeholders and centralising information
- Running several tasks at the same time
- Analysing trends in Consumer choice and perceptions of certain products
- Provide support with data analysis and reporting using survey tools, SPSS, Google Analytics
- Assist with ad hoc insight projects, particularly for certain product categories

## Personal Skills

### Essential:

- Must be inquisitive and analytical
- Committed and have attention to detail / accuracy.
- Good communication skills
- A positive team worker who can also work unsupervised
- Ability to build relationships and have the determination to see things through is important.
- Must be proficient with MS Office (Excel, PowerPoint).
- Degree with Marketing/Business Development/economics/statistics background

### Desirable:

- Experience with survey tools, SPSS, Google Analytics (or similar) would be helpful, though not essential.
- Some work experience in this area would be beneficial.

## 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 **DYSMR2305** attaching your CV as a pdf file. A cover letter is always helpful.

## Are you eligible?

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