



6 Month Digital Marketing Internship

(CASDM1606)

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 1200€ per month.**

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

To know more, please visit: www.espauk.com

The Host Company

Our client is a **world leader** in the field of **automotive and industrial lubricants**. The company works closely with leading industry OEMs (Original Equipment Manufacturers). There is a significant opportunity to join a Brand and Customer Excellence team in Marketing within this major corporation with a strong global brand. The brand has always been focused on **finding solutions for its pioneering partners and their ever-changing needs**.

The Marketing Team is looking for 4 interns who will **be part of a newly integrated team**. The main aim of this team is to **lead the way in defining the Customer Experience strategy and Brand evolution** to support the company's growth strategy. The focus of the team is **building a strategy, defining programs and creating/deploying new branded experiences** to enhance differentiation in the market.

Role

The Marketing Team is looking for a bright **Digital Marketing student/recent graduate**, who **wishes to apply their specific skills and expertise** in an area that is **still under development**. Those who also work well in a **challenging environment** and with the **ability to think broadly and deeply about customers, markets and nature of competition**, and can operationalise concepts rapidly.

The successful candidate will take an **active part to projects and activities** that will contribute to an **overall improvement of the digital strategy** adopted by the business.

The candidate should be passionate about working hard to support the company's partners and help solve their challenges.

Location

London.

Duration

6 months.

Start date

August/September 2016.

Languages

Fluent in written and spoken **English (C1/ C2)**.

Tasks

- **Help** inform the strategic thinking of the **Marketing Team**.
- Give **support** in **defining, building** and **testing Brand** and **Customer Experience** concepts.
- **Analyze paid search accounts**, including **keyword optimization** and **market insight** for display and other **digital advertising platforms**.
- **Assist in the digital content management**, use of Google analytics, updates of business **accounts on Social Media: LinkedIn, Google, Twitter, and YouTube**.
- **Test the brand website** regularly.
- **Provide digital insights** into local market, and **identify key areas for traffic driving activity**.

Personal Skills

We are looking for students who have qualifications and experience in one of the following areas:

- **Digital Marketing** background.
- **Data analysis skills** (e.g. Google Analytics).
- **Good understanding** of the different types of **Social Media** and how they are used.
- **Experience in Digital service** – which may include, **App development, digital customer service, Internet of Things, CRM systems**.
- Flexible, adaptable and accepting change.
- Challenge-seeking with copious energy to deliver and to overcome any failures along the way.
- **Chinese, German, French or Spanish** nationality preferred.
- Understanding of cultural differences and how to deal with them.

Moreover, the right candidates should:

- Have an appreciation for marketing and think 'customer', including insight generation and/or market research.
- Grasp the concept of customer experience and be interested in building the Amazon & Uber effect elsewhere!
- Understanding of typical business operational processes and procedures.
- Appreciate the value brands play in differentiation and experiences.
- Have a track record of successful teamworking with ability to work cross functionally and regionally/globally.
- Thrive on self-help and learning and where supervision is more 'light touch' guidance rather than day-to-day management.

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 with the reference code **CASDM16o6** attaching your CV as a pdf file. A cover letter is always helpful.

Are you eligible?

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