



## 6 Month Marketing Assistant Internship

(TPSMA1006)

### **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

The host company **provides the life science and supply chain industries with qualified GDP compliant thermal protection.** Their thermal covers are designed for protection of cold chain and controlled room temperature shipments, an essential component of logistics and supply chain management solutions. The company has an **established range of solar materials**, approved and used by many major pharmaceutical and forwarder companies, specifically **designed to reduce temperature fluctuation during thermal peaks and troughs in the supply chain, the material is pioneering.** Reducing thickness of materials (whilst maintaining performance) not only improves efficiency of transportation but also reduces required stock storage space.

## Role

The intern will be part of a team providing **support for marketing activities** within the company and will report to the Marketing Manager. The successful candidate will be **working on synchronizing the rest of world marketing campaign.** Moreover, there will be the chance to take an **active part to projects and activities** that will contribute to an **overall improvement of the digital strategy** adopted by the business.

## Duration

6 months

## Location

**Redditch** is a town and local government district in north-east Worcestershire, approximately 24 km south of Birmingham. The company also has branches in the USA, France, Dubai, China, Australia and India.

## Languages

A **high proficiency** in **written** and **spoken English** is required (**C1/C2**).

## Start date

August 2016

## Tasks

- **Analyze paid search accounts**, including **keyword optimization** and **market insight** for display and other **digital advertising platforms**.
- **Co-manage eCRM database** and sense check customer facing emails.
- **Assist in website content management**, updates, use of Google analytics, and monthly reports and **management of** the following **accounts: LinkedIn, Google, Twitter, and YouTube**.
- **Test the brand website** regularly.
- **Audit retail websites** according to company criteria, feedback scores and monitor progress.
- **Provide digital insights** into local market, and **identify key areas for traffic driving activity**.
- **Create/update marketing collateral** such as product sheet, case study, whitepaper, presentation, etc.
- Report directly to the Marketing Director with a view to **synchronizing the rest of world marketing campaign**.
- **Attend regular meetings** with management teams.

## Personal Skills

- **Degree in Marketing** or other **business-related course** including digital marketing knowledge.
- IT literate, **good knowledge** of **Word, Excel** and **PowerPoint**.
- Creative, with design abilities. **Photoshop** and **WordPress** skills **highly desirable**.
- Confident, proactive and source of proposals.
- All-rounder, flexible in relation to type of work assigned.

## 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 (**TPSMA1006**) attaching your CV as a pdf file. A cover letter is always helpful.

## Are you eligible?

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