



6 Month Marketing and Consumer Behaviour Internship

(CASMA0107)

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.

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 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

Our client is looking for bright **Marketing students/recent graduates**, who **wish to apply their specific skills and expertise** in a new-built team. 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.

This will be an interesting role **covering many aspects of marketing** from the organization of the infrastructure, to development of processes and an overall improvement of marketing strategy, marketing support, etc. to **help the business build and improve their systematic approach**. The candidate **knows** what **outstanding customer service** is and should be passionate about working hard to support the company's partners and help solve their challenges.

Location

London.

Start date/ Duration

August/September 2016, for 6 months.

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**.
- **Develop communications** for the organization to embed the Customer Experience strategic approach.
- **Identify Business needs and investigate suitable markets**.
- **Conduct research** on how the **physical aspects of marketing** could be **used most effectively**.
- **Analyze Web statistics**, including keyword optimization and **market insight** for display.
- **Assist in the digital content management**, use of Google analytics, updates on **Social Media**.

Personal Skills

Essential:

- **Degree in Marketing** or similar.
- **Brand Management / Digital Marketing / Consumer Psychology** and/or **Behavioural Science** background.
- **Flexible, adaptable and accepting change**.
- Have a **track record of successful team working** with ability to work cross functionally and regionally/globally.
- **Challenge-seeking** with copious **energy deliver** and to overcome any failures along the way.
- Strong verbal and written communication skills.
- Understanding of cultural differences and how to deal with them.

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

- Good **understanding** of how **demographic and socioeconomic factors influence customer behaviour** and work together to create marketing venues.
- **Good understanding** of the different types of **Social Media** and how they are used.
- **Data analysis skills** (e.g. Google Analytics).
- **Experience in Digital service**.
- Grasp the concept of customer experience and be interested in building the Amazon & Uber effect elsewhere.
- **Previous Project coordination/management experience**.
- **Chinese, German, French or Spanish** language knowledge preferred.

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 **CASMAo107** attaching your CV as a pdf file. A cover letter is always helpful.

Are you eligible?

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.