

# **ESPA** Market Research and Analysis Internship (ALFMR0707)

## Apply here

#### Start date

As soon as possible

### **Duration** 6 months

#### Languages

Good spoken and written English levels are required (B2 onwards)

#### Location

Maidenhead is a large affluent town and stunning area in the Royal Borough of Windsor and Maidenhead, in Berkshire, England. It lies south of the River Thames (although at Maidenhead the river runs north-south so the town is in fact on its west bank). Maidenhead is 25.7 miles (41.4 km) west of Charing Cross in London (40 min by train to central London).

#### Are you eligible?

Are you a registered student? Or Are you eligible to participate

in the Erasmus+ programme?

#### Benefits

See website for details of all ESPA benefits. For all internships over 6 months, additional benefits will be paid. Details available at interview.

# Role

The main purpose of this internship is to support the Marketing Operations and Sales Team in several projects by helping to provide more accurate and complete data within Salesforce. This will involve reviewing current data within Salesforce, eliminating or merging duplicates and using different prospecting tools to identify missing information. The aim is to greatly benefit the Sales and Marketing teams with customer analysis, segmentation and sales prospecting. The company envisages recruiting two interns to cover this project. As a Data Operations Specialist within the host company, you will take on a role allowing you to work with a dynamic group of people. Your ability to adjust direction in response to changing work situations, to accommodate different working styles, and to prioritize your own work will be key to your success.

#### Tasks

- Screen Review data in Salesforce CRM for completeness and accuracy.
- Identify duplicates and correct/merge as required, remove obsolete records.
- Work with business stakeholders to correct missing, incomplete or inaccurate data.
- Utilize search engines and prospecting tools to identify missing information such as company personnel, annual reports, valid contacts, etc.
- Utilize features and functionality included within Salesforce CRM to keep data up-to-date (Reports, Dashboards, Data.com, Duplicate Management).
- Identify processes and procedures to maintain data quality going forward.

## **Desired Skills**

- Degree in Business Administration, or similar.
- High attention to detail.
- Working knowledge of Excel, know basic functions.
- Some understanding of the principals of data (tables, fields, etc...)
- Experience working with databases.
- Experience working within a Sales organization.
- Salesforce CRM experience would be benefitial.
- Proficiency in a foreign language is a plus (French, German, Spanish, etc.).
- Candidates should be collaborative, communicative and able to work autonomously after initial training.

## **The Host Company**

This company provides modern software built on open-standards that unlocks the power of business-critical content. With control that IT demands and simplicity that end users love, this company's open source technology enables global organisations to collaborate more effectively across cloud, mobile, hybrid and on-premise environments. Innovating at the intersection of content, collaboration and business process, this organisation manages over seven billion documents for more than 1,800 customers in 212 countries, supporting 11 million users in their daily work.