



ESPA

Marketing and Business Development Internship

(OJOMB0512)

Apply here

Start date

Spring 2018

Duration

6 months

Languages

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

Location

Trowbridge, England

Trowbridge is the county town of Wiltshire and has much to offer to those interested in its history. The beautiful park offers walks, play areas and sports facilities and the town boasts delightful independent shops, High Street outlets and a multitude of supermarkets, cafés, pubs and restaurants.

Situated just 20 minutes from Bath, with transport links and direct trains to London, Bristol, Bath Southampton and Cardiff, Trowbridge is well – placed to explore the region.

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

This is a fantastic opportunity for a creative, communicative individual to gain hands on Marketing experience within this innovative organisation. Mentored throughout, you will be involved in improving the brand awareness through online marketing, website content planning, creation of online mail campaigns and other social media activities. The host company thrives on creativity and you will be encouraged throughout to grow your own ideas to promote their unique service. This experience will be a great addition to your CV and launchpad to a rewarding career.

Tasks

You will assist in:

- Improving the customer experience
- Website content creation
- Implementing a PR and social media strategy
- Researching and identifying potential leads
- Optimising the way and the frequency we speak to our customers
- Event communications

Personal Skills

Essential:

- Studies in Marketing / Business
- Excellent writing skills e.g. for blog posts
- Computer literate
- Interest in technology and how it changes our lives
- Enthusiastic and motivated individual keen to contribute to the growth of the business

Good to have:

- Understanding of / experience in digital marketing tools including Google Analytics, CRM software and Social Media
- Experience in web build or social media
- Basic knowledge of HTML
- Knowledge of search engine optimization(SEO)

The Host Company

The host company specialises in helping organisations to understand how to use new technology to solve their business needs. Tying cutting edge technology and processes together, their aim is to make businesses more efficient and productive, and to improve the way they engage with customers, employees and supporters. They offer the complete solution from analysing the goals and needs of the company to implementation, training and documentation of the new systems, many of which are developed in their own innovation Laboratory.