



## 6 Month Marketing Research & Business Development Support Internship AGI1006

### **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 in the UK. We work closely with our host companies to ensure the positions provide students 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:** ESPA is free for students. Accommodation, utility bills, TV Licence, Internet Access and UK commuter travel to the place of work will be paid for by the host company. This will be sourced and managed on your behalf by ESPA. **These benefits have an approximate value of 600-700€ per month, which is more than the average salary for an intern in most EU countries.**

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

This management-consulting agency works with big UK-corporations with the purpose of applying Lean and Agile principles to deliver Better People, Better Teams and Better Products.

They advise people on how to identify better outcomes, training them to discover better techniques and coaching them to achieve better performance.

## Role

The main role will be to assist in the launch of a new product, developed by the company to enhance the experience of delegates attending training courses. The product, known as Menrva.Training is a brand new concept and already in use by Agility in Mind and on trial with organisations such as the BBC. The plan is new to create a launch to the wider market in the UK, Europe and the USA.

## Duration

6 months

## Location

Devizes. Situated in the heart of the Wiltshire countryside, Devizes is an historic market town with a colourful medieval past. The town enjoys a rich heritage of fine Georgian houses and a 19th century castle built on the site of a Norman stronghold. It is close to Bath, Salisbury and Chippenham.

## Languages

The candidate is required to be fluent in written and spoken English.

## Start date

September 2015

## Tasks

- Creating the market strategy for the product
- Creating the digital marketing content and campaign
- Market research of potential clients for the product
- Create a standard communication package to reach out to those companies
- Generating a list of prospects for client business development
- Organising marketing events
- Managing deal activities, and sales pipeline
- Administrative work

## Personal Skills

- Good internet research skills
- Excellent telephone manner
- Ability to use Microsoft Office, Google suite
- Good organisation
- Ability to work on own initiative
- Creative with an interest in media and marketing

## 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 [madeline@espauk.com](mailto:madeline@espauk.com) with the reference code **AGI1006** 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.