



6 Months Marketing & Social Media Internship

OSB1006

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: ESPA is free for students and alumni. 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.**

There is no salary over and above the benefits offered, unless specifically stated.

To know more, please visit: www.espauk.com

The Host Company

This company specialises in branding and packaging design. This agency provides its clients with the tools to tell their brand stories through all consumer touch-points, but starting with the packaging.

Their clients are based all around the world. This small team is often described as a big agency in a small package: Creative thinking with insightful strategy but 'nippy in traffic' for speed, service and cost effectiveness.

The main marketing activity is content creation and communication through articles and blogs, social media activity.

Role

The aim of this internship is to create and build awareness of the company as an expert and desirable brand design agency, through co-ordinated and visible marketing activity to targeted brand owners around the world. The marketing and sales activities are intimately linked. Everything they do in this area should be designed to create awareness of how they can help existing and potential clients to solve their branding and packaging problems, and hence to win new projects.

Duration

6 months

Location

Bath. A world-heritage city in the South West of England which hosts two great universities. With a truly international feel it has wonderful cultural experiences and is just 1.5 hour train journey from London and a 15 minute train journey from the vibrant city of Bristol.

Languages

English should be B2/C1.

Start date

September 2015

Tasks

- Content creation and management (add new work, blogs, etc).
- Website management, including design, SEO and CMS.
- Creating mailings and measuring results.
- Curating mailing lists to expand our reach and ensure our contacts are up to date.
- Social media management (Posting and creating tailored content for Twitter, Pinterest, Linked In).
- Producing credentials and analysis presentations for clients and prospects.
- Curating our Credentials images and co-ordinating new ones as projects are launched.
- Monitoring responses to all of the above and recommending improvements.

Personal Skills

Essential:

- Degree in Marketing or Business
- Familiarity with all aspects of social media
- Excellent written and verbal English
- Computer literate (Macintosh OS and admin/presentation applications)
- Enthusiastic and motivated individual keen to contribute to the growth of the business
- Articulate, autonomous and able to take initiative
- An understanding of the different writing styles for various media outlets eg. blogs, articles etc.

Desirable:

- Previous practical experience of marketing, ideally in a branding agency
- Experience of Wordpress, Mailchimp and Google Analytics.

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 with the reference code **OSB1006** attaching your CV as a pdf file. A cover letter is always helpful.

Are you eligible?

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