



6 Month Online Marketing & Business Development, Korean Market Internship

COUKM2309

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 (accommodation will be found within an acceptable commuting distance from the workplace, if that requires more than a sensible walk then a bus/train ticket will be provided).

This will be sourced and managed on your behalf by ESPA. **These benefits have an approximate value of 700€-1000€ per month (depending on location).**

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

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

The Host Company

The host company is a major ecommerce retailer of premium clothing, footwear & accessories, specialising in such prestigious brands as Barbour, Belstaff, Ted Baker, Canada Goose and Hunter. They provide exceptional customer service and support, along with a wealth of knowledge and experience in their field.

A friendly and family run business with an inclusive culture. The company offers the essence of the British attitude to style, to customers around the globe. They source the very best on their customer's behalf, carefully selecting, testing, and sharing products that look fantastic and perform their function beautifully.

There will be an opportunity to be exposed to all areas of the business and its development.

Role

The company is looking for a native Korean speaker that is able to develop strategic marketing plans for the Korean and Asian markets as well as to build up multi-cultural marketing plan for Asian consumers.

Duration

6 months

Location

Stockport is a large town in Greater Manchester, England. It lies on elevated ground 7 miles (11 km) south-east of Manchester city centre, at the point where the rivers Goyt and Tame merge to create the River Mersey.

Languages

Korean native speaker. Fluent written and spoken English is required (B2/C1 onwards).

Start date

January/February 2016.

Tasks

- Market research of new potential partners and distributors in Korean market.
- Translating from English to Korean.
- Taking care of customer service including Social Media Platforms.
- Administrative work.
- Liaison with international Embassies.
- Working with Google Analytics, Adwords & Naver and any other paid digital marketing platforms deemed fit.
- Advise on cultural variations.
- UKTI Liaison.
- Development of marketplaces in multiple Global Markets.
- Report Findings in clear and concise format.
- Develop Process & Protocol for International projects going forwards.
- Development of International Blogs, Content & Social Media.
- Other work assigned by the manager.

Personal Skills

- Familiarity with all aspects of social media.
- Good internet research skills
- Excellent telephone manner
- Ability to use Microsoft Office
- Good organisation
- Ability to work on own initiative
- Knowledge of SEO would be appreciated
- Enthusiastic and motivated individual keen to contribute to the growth of the business.

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 **COUKM2309** attaching your CV as a pdf file. A cover letter is always helpful.

Are you eligible?

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