



# ESPA Marketing Internship (ESPAMR0610)

[Apply here](#)

## Start date

January 2022

## Duration

6 months

## Languages

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

## Location

Bath, England

The setting is a UNESCO world heritage site in the South West of England. It is one of only two European cities with this status (the other being Venice). The world-famous [Roman Baths](#) and [other attractions](#) bring 4.5 Million visitors per year and a very international feel. The city also hosts two great universities. It has wonderful cultural experiences & [festivals](#) throughout the year.

## 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 an enthusiastic individual, to gain hands on experience in all aspects of marketing, in this diverse and pivotal role. Mentored throughout, within the marketing and business development teams, you will actively contribute to boosting this hosts performance by using a variety of research tools and techniques, both digital and traditional, to analyse and evaluate the results allowing you to identify new opportunities. You will also support and maintain existing customers. This is a great chance to take ownership of a major marketing project. So, if you are a confident self-starter, this challenging placement will be great for both professional and personal development. Don't miss out, apply today!

## Tasks

- Social media management using multi-channel communication
- Create and plan targeted talent acquisition campaigns to target suitable students
- Improve existing promotion channels and explore potential new opportunities
- Create and schedule content to support online marketing effort
- Assist Business Development Managers to provide content to develop and strengthen relationships with new and current clients
- Email campaign preparation, CRM management and report creation and interpretation
- Relationship management and development with students, for example, preparation of onboarding packages and development of an Alumni programme

## Personal Skills

- Studying for a Marketing or Business degree or similar
- Confident and professional communicator, both written and oral
- Team-working spirit and personality

## Desirable

- Knowledge of International mobility programmes
- Knowledge of CRM and Email campaign software
- Interest or knowledge in best practices for SEO and Google Analytics
- Using social media in professional capacity

## The Host Company

This young hearted welcoming host is seeking to become the number one provider of quality internship experiences in the UK. With a unique business model, they can offer internships free of charge to students with companies in the UK ranging from global corporates to start ups and, in a whole array of disciplines. Rapidly expanding, they are now looking to get more quality host companies on board, who can not only offer a great experience, but also benefit themselves with students with the latest skills and knowledge.