Digital Marketing Internship (HBDM0109)

Role
This is a very exciting opportunity for a talented, proactive individual to gain practical experience at this globally recognised company. Mentored throughout, you will work with in the marketing department to raise the visual presence and brand positioning of the host company, across multiple channels, with a particular focus on videography, photography and drone imagery. ESPA has worked with this host, repeatedly, creating fantastic student experiences and now this is your chance to impress them, in their centenary year, and boost your CV and future career prospects.

Tasks
- Plan and create compelling visual imagery
- Present and sell the merits of your creative ideas, directly to senior management
- Create and maintain a digital library of images and videos
- Use digital, multimedia, and social media channels to publish media
- Use SEO and marketing analytics to measure impact
- Support with app development for the company’s products catalogue

Personal Skills
- Studying for a degree in marketing, multimedia or similar
- Excellent filming and video editing skills using Premier Pro or similar
- Knowledge of Photoshop or other editing software
- Knowledge of Google Analytics, SEO techniques, and Keywords mapping.
- Experience filming with drones an advantage
- Experience in app development.
- Creative with great attention to detail
- Confident to share ideas and participate in discussions and excellent communication skills

The Host Company
This successful host company is the UK's largest manufacturer of brushware and hygienic cleaning tools. Distributing their products worldwide they have set the benchmark for quality and innovation across the cleaning, food manufacturing and agricultural industries; their prestigious client base includes Coca Cola, Heinz and the UK Royal Family. With offices in the USA supplying the US, Canada and Central America, this host is expanding rapidly and seeking talented individuals to help drive future success.

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