



Apply here

Start date

Flexible

Duration

6 months

Languages

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

Location

Melksham, England

This bustling market town is known as the gateway to the beautiful county of Wiltshire with its famous world heritage site of Stonehenge, busy canals and beautiful picture postcard villages made famous by films such as Harry Potter and Stardust. With the lively, historic city of Bath a short train journey away, there is something to suit all tastes in this lovely region.

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 great opportunity for a creative, passionate Marketing student to gain practical experience with this established host company. Mentored throughout but given early responsibility, you will help to create and then own the ongoing management of a marketing plan that delivers high quality campaigns maximising sales across multiple channels. Including both traditional and digital marketing strategies, this is a great chance to really shine during this important marketing project. Invaluable for both personal and professional development.

Tasks

- Working to create and manage a multichannel marketing plan covering online and off-line channels, liaising with relevant channel managers to ensure a 'joined-up' campaign approach
- Working with graphic designers to create eye-catching content for use in stores, online and within wholesale customer's own outlets
- Working to improve search engine optimisation through a programme of outreach and content marketing activities
- Supporting in the production, mass distribution and subsequent analysis of a new seasonal printed catalogue
- Supporting the wider ecommerce and marketing teams in building a new Amazon shopfront
- Helping to create Amazon marketing campaigns, comprising high quality landing pages, optimised on site search activity and curating lightning, best price and other deals
- Reviewing and potentially delivering international expansions through Amazon
- Testing marketing ideas and analysing results through analytics
- Presenting marketing ideas and performance summaries to senior management
- Other tasks may be required from time to time

Personal Skills

- Working towards a degree in Marketing, Business or similar
- Strong oral and written communication skills
- Good understanding of direct marketing techniques, especially digital
- A keen interest in copy writing and an understanding of what makes good content
- An understanding of mainstream social media channels; especially Facebook and Instagram
- Friendly personality, able to work with different people outside and inside the organisation
- Highly motivated with sufficient confidence and decision-making ability to work without constant close supervision
- Communicate effectively with Manager, colleagues and where required, customers

The Host Company

The host company, established in 2011, is an expanding retail company specialising in the design and manufacture of children's stationery, gadgets and gifts. They operate their own multichannel retail arm and online (ecommerce) presence and have a rapidly growing wholesale business. Looking to sustain this growth and expand into Europe through franchising, they are escalating their marketing activities to take the brand to a much wider audience and are seeking a talented individual to assist them in this exciting journey.