



## 6 Month Communications and Marketing Internship

ESPCO1711

### **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 be a registered student and/or have Erasmus+ status to be eligible for our internships. Any student who is unsure of their situation should check with their university before applying. Non-EU students can also apply if they are studying in the EU and can get an Erasmus+ grant/status for the entire length of the internship.

**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](http://www.espauk.com)

## The Host Company

ESPA or European Student Placement Agency is a recruitment agency whose goal is to find **high quality internships for European students in the UK**. We work closely with our host companies to ensure the positions provide students with a great experience, both professional and personal.

## Role

For this varied role, ESPA is seeking a strong candidate capable of performing **Market Research activities** as well as **developing new relationships** with the High Educational Institutions Network in the EU zone (mainly **Universities and Business Schools**) in order to improve ESPA's database and to develop the presence and image of the company among Faculties and students or recent graduates. The ideal candidate would also have an interest in Marketing and fulfil the requirements of the Marketing Manager, which may be email campaigns, CRM management, analytics and social media posts.

In conclusion, the aim of this role is to make sure that every student in the EU is aware of ESPA and its free internship services.

## Location

Bath. A world-heritage city in the South West of England which hosts two great universities. 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.

## Duration

6 months

## Start date

January-February 2017

## Languages

High spoken and written English level is a must (C1/C2). Other language skills will be appreciated.

## Tasks

- Research of Universities and Business Schools in all the EU countries.
- Relationship development with existing Educational Institutions that ESPA has in its database.
- Relationship development with new potential Universities and Business Schools that are interested in ESPA's services.
- Ability to research and to identify Educational Institutions' needs as well as students' preferences.
- Finding new promotion channels for ESPA's services as well as improving the existing ones.
- Recording all the useful information in the CRM in order to be used for ESPA's HR and BA teams.
- Marketing duties such as web analytics, social media posts, email campaigns.
- Be a key part of the happy, hard-working ESPA team.
- Other activities within the scope of the role, as required.

## Personal Skills

- Excellent communication skills (via phone and email especially).
- Previous Market Research experience.
- Previous experience related with EU Universities and Business Schools.
- Excellent organizational and management skills.
- Confidence in order to express ideas and to explain ESPA's services.
- Proactivity and ability to develop own work.
- Excellent IT skills, experience with CRM software is a plus.
- Analytics, marketing experience or an interest in marketing.
- Goal oriented and ability to work autonomously.

## 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 [apply@espauk.com](mailto:apply@espauk.com) with the reference code **ESPCO1711** attaching your CV as a pdf file. A cover letter is always helpful.