



## 6-12 Month Graphic Design and Marketing Internship (PATGD0703)

### **PLEASE READ CAREFULLY BEFORE CONTINUING.**

European Student Placement Agency, Ltd (ESPA UK) 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 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 must 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.

**All interns coming to the UK for an internship experience must have work place accident insurance which covers them for 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).
- 4) £80 per month food voucher.

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)

### Extra benefits

As most of European grants are no longer than 6 months the host company has agreed to offer also a compensation in the second half of the internship (months 7 to the end) in addition to the regular benefits.

### The Host Company

This company is a **global pioneer in the use of web-based solutions for digital pathology**. Specialising in image management and the rapid analysis of tumour tissue, the company provides innovative software for use in drug discovery research, clinical sectors, biomarker analysis and education.

They have recently become part of a global technology company, focused on electronics, healthcare and lighting.

### Role

The right candidate will be **collaborating with the Sales, Marketing and Web design functions to develop creative marketing communications both offline and online**. You will be reporting to the Head of New Business, European area.

The ideal candidate will be a **proactive and self-motivated** student or recent graduate who is looking for a challenging and rewarding opportunity in which they can put their knowledge into practice.

## Location

**Belfast** is the capital and largest city of Northern Ireland. Very dynamic city with a population of 300 000.

## Languages

Good spoken and written English levels are required B2/C1

## Start date

July-August 2017 (Flexible)

## Duration

12 months preferred. 6 months accepted.

## Tasks

- **Designing and ordering promotional merchandise and leaflets, brochures and adverts;**
- **Generating and editing videos** for web content using web based tools;
- **Creating and building HTML email campaigns** via online platforms and managing email distribution list;
- **Designing and building web landing pages**, advertising and updating banners for our B2B website;
- Provide assistance in developing internet presence, improving search rankings, developing a social media strategy and improving visibility over time;
- Perform market and audiences research as required;
- Generate target lists for upcoming conferences and product campaigns with key contact information;
- Keep the marketing database up-to-date, importing new data, updating records and performing the necessary cross checks;
- Liaise with sales team to incorporate relevant data into CRM (example – salesforce, v-Tiger);
- Provide day-to-day support to marketing team members;
- Contribute ideas for improving marketing standards and processes;
- Create user documentation for new and existing projects.

## Personal Skills

- Background in **Graphic Design, Marketing, Web Marketing**, or similar.
- **Experience working with content management systems** – e.g. WordPress.
- You must be **highly competent with InDesign, Illustrator and Photoshop CS5**.
- Excellent communication skills.
- Experience working with HTML, XHTML and CSS is an advantage but not essential.
- Interest in idea generation.

## How to apply

**STEP 1)** Please, register with us at <http://www.espauk.com/students/student-registration/>

**STEP 2)** Please, log in to your account in <http://www.espauk.com/students/student-application/> and then click on the button **APPLY** next to the vacancy name.

If you have any problems applying for this vacancy, please email us at: [apply@espauk.com](mailto:apply@espauk.com) and in the subject please indicate the Name + the code of the vacancy you have issues to apply to.