



ESPA

Online Marketing, German Speakers Internship

(HANGE2306)

Apply here

Start date

Flexible

Duration

6 months

Languages

Native German speaker

English B2 onwards

Location

Blackpool, Lancashire, UK

Blackpool is a large seaside holiday resort with many tourist attractions. It has a population of around 142,000 located on the North West coast of England.

It is approximately 64 km northwest of Manchester and 80km from the Lake District National Park.

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

The main role is to actively list products, to maximise sales on authorised content platforms and optimise the online content. The candidate will also work with the Content Manager to identify and develop opportunities to create promotional offers developing a positive and engaging presence, on geographically relevant social media platforms. Perform research and other marketing activities to support the Marketing team will also be part of the role.

Tasks

- Proactively list products, to maximise sales on authorised content platforms, within a selected geographical area.
- Optimisation of online content representing products in line with relevant procedures, processes and policies.
- Routine adjustment of product prices in line with instruction, assigned procedures and policies.
- Monitoring for online infringement of online property rights in relevant policies, procedures and organisational values.
- Work with the Content Manager to identify and develop opportunities to create promotional offers.
- Identify and develop a positive and engaging presence, on geographically relevant social media platforms to promote products and develop brand recognition with the company's target audience.
- Perform research and other marketing activities to support the Marketing team.
- Run key word campaigns and manage associated budgets appropriately.
- Translate and promote authorised marketing materials, in line with the requirements of the selected geographical area and briefs provided by the Marketing Team.
- Support other business functions in translating/managing enquiries relating to the selected geographical area.
- Produce interactive marketing material to support the development of social media platforms, within selected geographical areas.
- Proactively share best practice with Content Team members.
- Adhere to health and safety requirements.

Personal Skills

- Have an understanding of digital marketing and social media platforms.
- Good analytical and problem solving skills.
- Excellent personal organisation and business administration skills.
- Ability to work under own initiative and as part of a team.
- Exceptional attention to detail and accuracy.
- Ability to work to strict deadlines.
- Strong IT skills, experience with online sales platforms.
- Marketing or Journalism background
- Proven experience of AdWords and social media management.

The Host Company

The company is an online retailer which was established in 2008 and employs 50 staff. It sells clothes hangers, home storage and garment care products through several online channels including eBay, Amazon, Rakuten and their own website. To sustain growth the company has now expanded sales into Europe and intends to have online store-fronts and product listings translated into several languages.