



# ESPA

## Market Research & Strategic Marketing Internship

(TSSMA2901)

### Apply here

#### Start date

As soon as possible 2018

#### Duration

6 months

#### Languages

Good spoken and written English levels are required

#### Location

Swindon, England

Swindon has its origin as a small market town known as the Old Town which is the cultural heart of Swindon. With its quiet courtyards and alleyways, you'll find restaurants and bars, live music and independent shops. The modern part of Swindon also enjoys eateries, bars and pubs and is a shopping oasis with a Designer Outlet village.

Swindon has a buzzing arts and music scene with many events taking place throughout the year at venues such as the Wyvern Theatre, Arts Centre and Swindon Museum and Art Gallery.

With its well-supported choice of sport clubs and attractions, there are lots of things to see and do Swindon.

#### 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 fantastic opportunity for an intern studying a business-related degree to gain knowledge and training in a manufacturing company heavily involved in the security and authentication sector. After receiving full product training, you will be mentored by the Sales Director and will assist in the research and identification of new markets and applications for their products. This important work will then be utilised to formulate marketing and business plans for the next three years. Having an experience in such a niche market will showcase your adaptability, putting you in a strong position for your future career.

### Tasks

- Identifying key players in those markets
- Gathering data using both quantitative and qualitative approaches
- Analysing data in collaboration with the Sales Director and CEO
- Targeting potential new markets
- Contacting specific audiences using a multichannel approach (Social Media, email, Phone)
- Presenting results to the management team
- Contribute to marketing strategy
- Contributing to the middle-term business plan
- Other activities that would bring a fulfilling internship in all aspects of this work

### Personal Skills

- Bachelor or Master's level in Business or similar
- Excellent communication skills
- Proactive
- Autonomous
- Tenacious
- Interested in the manufacturing sector

### The Host Company

Established over 25 years ago, the host company is the sole UK manufacturer of specialist magnetic stripe solutions for plastic cards and tickets, for security and authentication purposes for sectors such as government, banking and defence. Over the years, they have improved quality and developed new class leading technologies to encompass contactless cards, biometrics and automated document readers, offering a range of products and solutions aimed at helping clients securely validate people, documents and transactions. A global operator, they are looking to build on their successes.