

**ESPA**

## Market Research and Business Development Internship\_German Speakers (SEMAG0301)

### Apply here

#### Start date

Flexible

#### Duration

6 months

#### Languages

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

#### Location

Belfast, Northern Ireland

The capital and largest city in Northern Ireland, historic Belfast, boasts cool nightclubs, superb shopping and a diverse choice of eateries in equal measure. It also offers literary attractions, music venues, the arts and fabulous access to explore the Irish countryside outside this cosmopolitan city.

#### 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 a proactive individual to use both their language and marketing skills and play a major role in assisting the host company to establish its niche products in the German marketplace. Mentored by the Sales Director, you will assist with research into German market trends, identify prospects and initiate contact. This experience is a great addition to your CV and a must, if you are considering a career in Marketing and Business Development.

### Tasks

- Market Research (online and by telephone)
- Creating and maintaining databases of new contacts
- Making first calls to prospective clients
- Drafting and distributing targeted mailings (online and hard copy)
- Providing linguistic support to Sales Manager

### Desired Skills

- Degree in Business, Marketing, Market Research or similar
- Good communication skills (verbal and written) in English and German
- IT literate
- Strong time management and organisation skills

### The Host Company

The host company, with recent investment has pioneered a unique security system using microwaves to detect intruders to protect key installations and sites with long perimeter fences such as airports, building sites, military and Industrial installations. They are currently looking for partners and distributors throughout Europe and to achieve this, they are launching an extensive marketing and advertising campaign.