



ESPA

Digital Marketing Internship-French Speaker

(FMEDM1105)

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Start date

Flexible

Duration

6 months

Languages

Good spoken and written English levels are required (B2 onwards). **French speaker**

Location

Bath, England

The setting is a UNESCO world heritage site in the South West of England. It is one of only two European cities with this status (the other being Venice). The world famous Roman Baths and other attractions bring 4.5 Million visitors per year and a very international feel. The city also hosts two great universities. It has wonderful cultural experiences & festivals throughout the year.

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 great opportunity for an enthusiastic French speaking digital marketer to gain an invaluable experience in this leading French media business focussed on promoting France as a destination. Mentored throughout, you will be working closely with the advertising, property sales, tour sales and content teams to develop and execute digital marketing strategies in support of our core media products and services. So, if you are passionate about property, travel, lifestyle and culture in France then this experience is a must both personally and professionally.

Tasks

- Create, edit, proof and upload copy and images for websites with SEO in mind
- Spearhead social media engagement strategy with a focus on Instagram
- Drive entries to competitions and other lead generation activities
- Contribute to affiliate marketing efforts
- Syndicate content for platforms such as Apple News
- Assist with Pay Per Click (PPC) activity including keyword research

Personal Skills

Essential skills required are:

- A high-level of written and spoken English
- Ability to write clearly and without grammatical errors, paying close attention to detail

It is also desired that you have experience with some of the following tools:

- WordPress
- Google AdWords
- Google Analytics
- Mail Chimp
- HTML
- Graphic design

The Host Company

The host is a rapidly expanding media business solely focussed on all things French. With a first-class reputation in the French media market place, they produce top quality websites, print magazines and digital media devoted to French property, travel, culture and lifestyle. They are now seeking a France loving marketer to join in their success.