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## Start date

July - August 2018

## Duration

6 months

## Languages

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

## Location

Westbury, England

Westbury is a small market town situated at the western edge of Wiltshire beside the chalk downlands that form Salisbury Plain. The variety of the surrounding countryside, from the Downs to the broad vale of the White Horse, make it a delight for both the walker and cyclist and the area also provides the perfect location for hang gliding and paragliding. Westbury is exceptionally well positioned for all UK major road and railway connections with the mainline railway station (just 10 minutes' walk from the office) offering links to London, Wales and the whole of the South West of England. The most famous landmark of the area is the vastly impressive Westbury White Horse which is both the oldest and largest White Horse in Wiltshire.

## 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 an exciting opportunity for an innovative, French speaking marketing student to assist in growing the online presence of this innovative beauty nutrition business. Mentored throughout, you will be involved in improving the brand's awareness in France through online marketing, website content planning, plus creation of email and direct mail campaigns, with particular emphasis on social media content. You will also be required to assist in market research and PR activities and work with the sales team to identify new customers and distributors. This internship is a great opportunity to gain practical skills in a real business, providing a great addition to your CV and boost to your career aspirations.

## Tasks

- Website content planning
- Creating and delivering regular email and direct mail campaigns
- Communications with potential partners and customers
- Market research
- Identifying and engaging with target audiences on social media platforms
- Perform research, run key word campaigns and other marketing activities to support the marketing team
- Write regular blogs.

## Personal Skills

- Self-starter, ability to work on your own and within a closely integrated team
- Innovative thinker
- Practical experience using social media software; for example, Facebook, Mail Chimp, Twitter, Instagram
- Previous experience of social media management
- Calm under pressure
- Excellent communication skills, both written and spoken
- Strong creative and communication skills
- Motivated individual

## The Host Company

The host company, established in 2003, is a rapidly growing beauty and nutrition, specialising in collagen skincare, mineral cosmetics and advanced nutritional products. Now recognised as a leader in collagen and superfood technology, their range is guided by scientific research and incorporates the best ingredients available in the world. The company's skincare range appeals to those seeking natural ageing while the nutrition range places particular emphasis on sport.