



Apply here

Start date

Flexible

Duration

6 months

Languages

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

Location

Reading, England

This increasingly important centre for business and development is a bustling mix of clubs, eateries and shops. It also offers sporting opportunities across the spectrum and has a diverse multicultural and welcoming reputation

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 data enthusiast to work with this leading supplier of digital business platforms. Mentored throughout, you will provide invaluable assistance to the Marketing and Sales teams to validate and update the data within their CRM systems, Marketo and Salesforce. You will also be required to support the sales team with researching for their campaigns and other marketing duties. For the selected candidate this will be a good all-round experience in this exciting, expanding company.

Tasks

Data activities

- Review data in Salesforce for completeness and accuracy
- Identify duplicates and correct/merge as required
- Work with business stakeholders to correct missing, incomplete or inaccurate data
- Utilize search engines and prospecting tools to identify missing information
- Utilize features and functionality included within Salesforce to keep data up-to-date (Reports, Dashboards, [Data.com](https://www.salesforce.com/uk/), Duplicate Management) <https://www.salesforce.com/uk/>
- Identify processes and procedures to maintain data quality going forward
- List Upload in Marketo <https://www.marketo.com/>

Sales support activities

- Research prospects profiles to identify relevant information to personalize emails
- Accounts profiling and persona research to support engagement
- Research contacts with engagement via LinkedIn only
- Help to build Outreach.io sequences for key campaigns <https://www/outreach.io/>

Desired Skills

- Studying for a business or marketing degree or similar
- Interested in data and how it applies to marketing
- Enjoying learning new software applications and how it can help making marketing more efficient
- Proficient math skills
- Working knowledge of Excel, know key functions such as VLOOKUP

Good to have but not essential

- Experience of salesforce or any other CRM systems
- Database experience



ESPA

Marketing Operations Internship (ALFMO2707)

The Host Company

This highly successful host company specializes in providing Digital Business platforms to organisations throughout the world. They connect people, content and processes, enabling seamless efficiency, decision making and productivity. This cloud based product has experienced explosive growth and the company is now doubling their investment to take the business to the next level. There are plenty of opportunities to impress and be part of their success story. ESPA has placed many successful placements with this host.