



## Apply here

### Start date

Mid-June or alternatively early August

### Duration

6 months

### Languages

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

### Location

#### Greater Manchester

Youthful, diverse, energetic and bursting with character; Manchester is one of the most exciting places to visit in the UK right now where everybody and anybody is very warmly welcomed. Known throughout the world as the birthplace of the industrial revolution, Manchester has a proud history in science, politics, music, arts and sport. With a buzzing social scene, this multicultural city has something for everyone.

### 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 bright a marketing student/recent graduate, who wishes to apply their specific skills and expertise to develop and implement a marketing strategy for this forward-thinking community pharmacy and wellness centre. Mentored throughout, you will be encouraged to take ownership of the project covering all aspects of marketing, from traditional to digital, with the aim of growing the business to its full potential. For the selected candidate this will be a real chance to prove yourself in this competitive sector and a great career boost.

## Tasks

- Help inform the strategic marketing thinking of the company
- Give support in defining, building and testing brand and customer experience concepts
- Develop communications for the organization to embed the customer experience strategic approach
- Identify business needs and investigate suitable markets.
- Conduct research on how the physical aspects of marketing could be used most effectively
- Analyse web statistics, including keyword optimisation and market insight for display
- Design and implement an effective Social Media marketing solution
- Assist in digital content management, use of Google analytics, updates on Social Media
- Review and potentially implement a CRM system

## Desired Skills

- Studying for a degree in marketing or similar
- Good communicator, both written and oral
- The ability to manage your own time and workload
- Team-working spirit and personality
- Highly organised and excellent attention to detail.
- Willingness to learn
- Work to instruction and on own initiative
- High level of energy, drive, enthusiasm and commitment.

## The Host Company

This innovative host is taking the community pharmacy to the next level providing unique services to promote health and wellness within the community. Not content with dispensing drugs and selling medical goods, they offer services including minor ailments treatments, foot clinics, weight loss programmes, massages and even pet medicines, all under one roof. This approach has led to award winning recognition, and to continue this success and promote community health they are looking for ambitious individuals to help maximise their full potential.