



ESPA

Marketing Internship_Brand (XBIMAB0510)

[Apply here](#)

Start date

February 2021

Duration

6 months

Languages

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

Location

Chesterfield, England

Home of the famous twisted [church spire](#), Chesterfield is the largest market town in Derbyshire with over 104,000 people. With plenty of pubs, clubs and eateries and a short distance from the beautiful [Peak District national park](#) there will be plenty to see and do. If you fancy a trip to the city, then [Sheffield](#) is just 11 miles to the North. During your stay you will have every chance to experience the welcoming hospitality of Northern England.

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 an enthusiastic Marketing student to gain practical experience in this forward-thinking retailer and wholesaler of video games, board games and other exciting entertainment products. Mentored throughout, you will assist in the execution of paid-search strategies under the guidance of the PPC (pay per click) executive, with an overall goal of improving PPC performance for a range of their existing and upcoming websites. Based at their brand new £4.5 million premises, the selected candidate will have access to a chill out room for playing video games or just taking time out, as well as the use of a fleet car to explore the beautiful surrounding area. In terms of professional and personal development, this is an experience not to be missed!

Tasks

- Social media management; content curation and customer service
- Affiliate marketing administration; relationship building, transaction approval and special offer communication
- Brand management; ensuring brand integrity is upheld across the internet by monitoring brand mentions on review websites
- Creative copywriting and marketplace product listing optimisation
- e-newsletter creation and mass emailing to over half a million contacts
- Advertising and PPC across multiple platforms

Desired Skills

- Studying for a degree in Marketing or other relevant
- Working experience and understanding of Google Adwords, Analytics and Search Engine Optimisation (SEO)
- Good spelling, grammar and punctuation
- Good understanding of mathematics
- Computer literate; Microsoft Office and Google Docs
- Positive attitude and flexible approach to work
- Knowledge and interest in video games and entertainment products

The Host Company

This host company has more than decade of experience in online retailing, starting with a single eBay store and now serving a large customer base of video gamers, board and card game fans and collectors with an ever-expanding range of products, sites and services. Today the company has 25 custom created websites and sells on 25 marketplaces. They serve different domestic and international markets and manage the video game range of one of the big-four UK supermarket chains. Their online range has risen to over 90,000 products and in 2018 they had a turnover of £38million. With over 100 employees, they are expanding rapidly with new business developments including new cutting edge, custom designed ecommerce software and further diversification into other emerging markets for both retail and wholesale customers. Exciting times ahead!