



# ESPA Digital Marketing Internship - Communications

(OCCDM2311)

## Apply here

### Start date

As soon as possible

### 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 an enthusiastic, content and communications focused, digital marketing student, to get hands on experience in this innovative start-up company. Mentored throughout, you will assist in all aspects of digital marketing to drive interest and awareness the company's innovative MedTech products. With an ambitious vision to improve the lives of millions of people, this host company has the potential to deliver true innovation. You will play an important role in their future success, making this a great addition to your CV and future career prospects. The work will be fast paced and exciting, with the opportunity to work on GTM strategies for products, as well as crowdfunding campaigns for the broader business.

## Tasks

- Day to Day delivery of the content communication calendar
- Social media planning, posting and engagement, helping to build communities.
- Research interesting and engaging content for appropriate audiences and for social media and blog posts  
Researching and drafting press releases. Outreach and database of contacts
- Website maintenance, page building, blog, GA analysis, SEO optimisation, PPC, Paid Social
- Marketing support; events, webinars, database management
- Build, create and send email marketing newsletters
- Daily monitoring and weekly reporting on engagement metrics – likes, comments, shares and audience growth

## Personal Skills

- Working towards a marketing degree or similar
- Proactive attitude, with the ability to manage own time, to multi-task and prioritise work
- Committed to getting the job done
- Excellent English verbal and written communication skills and able to write accurate and engaging social media posts
- Social media experience, personal usage essential, working knowledge highly beneficial

## The Host Company

The host company specialises in the research, design, and production of non-contact optical instruments for use in optometry, other optical measurements as well as disease diagnosis and monitoring, through the eye. Benefiting from 9 international patents covering the optical scanning technology, this host's mission is to create a range of non-contacting handheld devices which by their nature will be useable for either non-clinical screening and measuring or personal monitoring for diseases such as diabetes.