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Start date

As soon as possible

Duration

6 months

Languages

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

Location

[Cheltenham, England](#)

Cheltenham is the most complete Regency Town in the UK. Located in Gloucestershire offers a fantastic mix of traditional and modern culture, not to mention their stylish places to eat, drink and stay. The town hosts several festivals, has many attractions, parks, theatres, museums and an abundance of culture and heritage to complement the modern-day leisure and nightlife scene.

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 great opportunity for an enthusiastic marketer with ideas, charisma, personality and not afraid to put ideas forward. Working for this leader in earth moving attachments for construction and agricultural vehicles, you will assist with all aspects of marketing and communications within the UK and European business as well as supporting the global business. Working within the Group Marketing Team, this will be a fantastic chance to showcase your talent and learn from the best, providing a great addition to your CV and boost to future career prospects.

Tasks

- Assist with the development and implementation of the company marketing strategy, across all regions and channels
- Undertake multi-channel B2B marketing campaigns
- Support the Australian based Marketing Manager in managing all the social media channels
- Develop engaging content for use across multiple marketing channels
- Support the management and ongoing maintenance of the group websites, producing content such as news, events, press releases, product information, blog writing
- Implement, develop, and maintain an internal communications program, particularly developing a SharePoint intranet site
- Coordinate, organise and deliver promotional activities and events if relevant
- Creating and developing sales assets for each of the products
- Support on the reporting functionality of the CRM system to management

Personal Skills

Desired:

- Working towards a marketing degree
- WordPress, Mailchimp
- Strong attention to detail and proof-reading abilities
- Exceptional verbal and written communication skills
- Strong research and analytical skills.
- InDesign / Adobe design suite a bonus **but not essential**

The Host Company

Established in 1998, this host has developed into a global force designing and manufacturing attachments for construction and farm vehicles such as earth drills and cement bowls. In 2005, after surveying the market carefully, they released a new range of innovative products designed to provide unrivalled reliability and cost-effective operation. Now with six manufacturing bases worldwide, they are satisfying the demand for high-quality products in over seventy countries on all seven continents.