



ESPA

The Next Generation
of International Talent

"We are really pleased with our ESPA intern experience and highly recommend the service."

SOUND MARKETING

European Student Placement Agency (ESPA) supports one of the country's leading business audio marketing solutions providers, to fill skills gaps and bring their digital marketing efforts in-house, enabling them to increase nationwide brand awareness online.

Darren Moffatt originally joined Sound Marketing in 2014 and has been focusing his time and energy on making sure they are increasingly helping more businesses connect with their customers. As a Sales Director, he is often faced with challenges on how to move their business forward both in-person and online.

Setting up their digital marketing process in-house was made possible by tapping into a unique talent solution with the aid of ESPA, that provided cost-effective resources to finish a project and helped with the pre-monetisation of a now full-time role.



*Connecting
your business
with European
interns*



Bringing passion to your business

European Student Placement Agency first put this unique temporary talent solution on the radar for Sound Marketing in 2018: *We hadn't considered [interns] previously, and we thought it was a good idea. If you get an intern, you have someone who is passionate about a subject, and they can do it wholeheartedly, rather than someone who is just filling in for a while."*

As the roles in the company changed, it had become apparent that there was a skill gap within their internal marketing, but it was not yet formalised enough to be a full-time role: *"We had a specific need, and we thought it would work well as an opportunity for an intern."*

Darren admitted they had considered other temporary recruitment solutions but did not feel it was the right fit for them. He said: *"I don't like the idea of zero hours contracts. Plus, I liked something about having an intern, someone who's more passionate about a subject, wanted a learning experience and would work better than someone who's just doing something for a while and would then go off and do something else."*

ESPA sorts out everything the students will need to relocate to the UK, starting with the Visa process and on top of that securing them an accommodation before they are due to start.

Identifying growth opportunities

ESPA worked with Darren to ensure complete clarity around their business needs: *"We had moved a few people around in the company to change their roles and it came apparent that there was a strong need for someone to take hold of our whole digital campaign, so all our social media, all our digital marketing, and to combine our digital output with our website."*

ESPA internship developer James Withey, helped Darren to identify what areas of digital marketing they were looking to grow and created a job spec to meet those needs. The ideal candidate for this role had to be creative and innovative, multimedia savvy, well-organised, and an excellent communicator. Ultimately, this marketing intern needed to have a firm grasp of the different digital touch points, drive highly effective digital campaigns, enhance user experience, and deliver on digital objectives.

'Done for you' service

Darren was concerned about the whole process of getting someone on board, the interviewing and finding the right candidates. *"We thought that it would be terrible and really awkward, but with ESPA it was really easy."*

After four weeks, through promotion within a partnership network of more than 1,000 universities across Europe and conducting a thorough screening with first round of interviews, ESPA provided Sound Marketing with five top caliber candidates.

Darren met with all of them online alongside Nicky, their Managing Director. *"It is always a strange process because of the whole camera thing. You don't know how that's quite going to work, but it was okay. And you get to know not only how people are good on paper, but how they can interact, especially in English, which is key. Because the role is communicating in English, they had to have a good grasp of not only the formal English, but how people actually really communicate."*

From a company point of view, ESPA sorts out everything the students will need to relocate to the UK, starting with the Visa process and on top of that securing them an accommodation before they are due to start.

Moving forward

Darren told us: *"We took a baseline reading before we started to see where we were, how many impressions, the click through rate and all that sort of stuff. So that we could have a look at the two sets of figures, before and after, and see the difference. Having an intern has moved us forward in the process. And with things like analysing our PPC, and our Google Analytics, and those sort of things, we've made progress, and we know what we need to do and how we need to move forward."*

The internship left Sound Marketing with a structured internal marketing function, knowledge of the most effective messaging and a bank of content created ready to be posted. It also allowed them to solidify the job specification for an internal marketing role. They have since recruited a full time person to cover this role and as a result of ESPA, cost-effectively brought their digital marketing efforts in house.

ESPA worked with you to ensure complete clarity around their business needs.

We find the suitable candidates and facilitate the interview process.



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