



6-Month Brand Marketing Internship in the UK

CASBM2107

PLEASE READ CAREFULLY BEFORE CONTINUING.

ESPA or European Student Placement Agency is a recruitment agency whose goal is to find high quality internships for European students in the UK. We work closely with our host companies to ensure the positions provide students with a great experience, both professional and personal. **To know more, please visit:** www.espauk.com

REQUIREMENTS: ESPA vacancies are open to all EU passport holders able to travel to the UK for an educational work placement, without the need for visa documents. You have to still be a student or have graduated in the last 12 months.

BENEFITS: ESPA is free for students. Accommodation, utility bills, TV Licence, Internet Access and UK commuter travel to the place of work will be paid for by the host company. This will be sourced and managed on your behalf by ESPA. **These benefits have an approximate value of 600-700€ per month.** There is no salary over and above the benefits offered, unless specifically stated.

The Host Company

Our client is the world leading manufacturer, distributor and marketer of premium lubricating oils, greases and related services to automotive, industrial, marine, aviation, oil exploration and production customers across the world. The company is headquartered in the UK and operates directly in over 40 countries, and employing approximately 7,000 staff worldwide. The company's delivery network extends throughout 140 countries, covering 800 ports and partnering with over 2000 distributors and agents. With over 100 years of racing and record breaking partnerships, the company has a very proud heritage of pioneering achievements, passion and performance.

The Role & Tasks

The company's Global Marketing team are looking for one intern to **investigate, test, and develop the opportunity for the company's heritage branded apparel and other branded products.**

The exploration and development of this space will come in two parts:

- **Analysis** of the business and market opportunity globally and by market: Chiefly, the opportunity for premium quality garments designed and branded with Castrol and Castrol heritages insignia.
- **Set up and run test trials:** Gauge interest with premium designers, clothing labels, and strategic partners of Castrol (motor sport, car manufacturers etc).

This opportunity will be attractive to students looking for a challenge in a global leading brand and innovative business environment. It requires the ability to think strategically about the company brand, developing a case for how over 100 years of brand heritage and pioneering technical excellence can be leveraged to create new premium products.

Duration

1st September, 2015 – 26th February, 2016

Location

The intern will be based at the company's Technology Centre in **Pangbourne, UK** (near London).

Languages

Fluent in written and spoken English (B2/C1).

Application Deadline

As soon as the roles are fulfilled. Qualified candidates will be contacted and interviewed within 3 working days after sending CVs. Pls apply asap if you are interested in this role.

Personal Skills

We are looking for a student who:

- Excellent brand marketing knowledge. Preferably MSc in Brand Marketing.
- Strong understanding of defining business opportunity and the commercial metrics of branded merchandise.
- Strong understanding of the value of brands and the consumer insights in fashion and high street branded apparel.
- Strong understanding of branded merchandise marketplace (online and retail).
- Strong understanding of core brand values and brand protection.
- Has a track record of successful team work with ability to work cross functionally
- Are self-starters, adaptive to change and can respond quickly and positively to revised scope and direction of activities
- Has great business acumen, adept in product marketing
- Happy to take a hands on approach to testing and exploring innovative ideas
- Has experience in more than one of the following areas:
 - ✓ Developing brand extension initiatives
 - ✓ Developing a branded merchandise range development for a well-known brand
 - ✓ Identifying commercial opportunities in branded merchandise
 - ✓ Managing branded merchandise suppliers

How to apply

STEP 1) Please, take one minute to register with us at <http://www.espauk.com/students/register-with-us>

STEP 2) Please, send an email to madeline@espauk.com with the reference code **CASBM2107** attaching your CV as a pdf file. A cover letter is always helpful.