



## 6 Months Distribution & Social Media Marketing Internship

GREo8o6

### **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.

**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. Any student who is unsure of their visa situation should check with their university before applying.

**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.

To know more, please visit: [www.espauk.com](http://www.espauk.com)

## The Host Company

This host company is the strategy, production and distribution company for sustainability video. They create compelling stories on behalf of some of the **world's most visible organisations**. They then distribute that video to a multi-channel audience that delivers 1/2 million video views a month.

## Role

This is a role that has been created by the company to lead the social media marketing to promote the company's own brand. The intern will get hands-on experience researching, creating and scheduling suitable content for the various digital marketing channels. Including; email marketing, social media and website content. The intern will also have input into the overall content strategy for each channel.

## Duration

6 months

## Location

Bristol, the biggest city of the west of England, is a very young city where the company's team is keen to show you around.

## Languages

The student is required to have a C1 or professional proficiency level in written and spoken English.

# Start date

September 2015.

## Tasks

### Key responsibilities:

#### **Publishing:**

- Directly publish all content to our distribution network, using the company's upload tool but also publishing directly where necessary.
- Maintain and adhere to production schedules.
- Write titles, descriptions, metadata, annotations and create thumbnails for all videos.
- Produce distribution reports for clients.
- Seek out new content to distribute, both paid and unpaid.
- Seek out new platforms for content, within the scope of the company's strategy

#### **Social media:**

- Post company's videos on Facebook and promote via Twitter and other platforms where appropriate.
- Post interesting and relevant content to Facebook and Twitter as directed.
- Interact with community on social media.

#### **General:**

- Maintain and update www.green.tv as needed, suggesting changes to senior management where needed.
- Work with CTO/developer to maintain and improve the upload tool.
- Keep up to date with industry and sector information and communicate to team.
- Work with experts across the company and externally to develop best practice for all platforms.
- Produce weekly audience reports for senior management, making recommendations on successes / failures
- Maintain and prioritise between multiple projects simultaneously.
- Bring your unique perspective to all areas of company's business.
- Try new things.

## Personal Skills

### **Essential:**

- An understanding of mainstream social media channels; especially Facebook and Twitter.
- Excellent written and verbal English.
- Computer literate, comfortable using Microsoft Excel and Word.
- Enthusiastic and motivated individual keen to contribute to the growth of the business.
- A keen interest in copy writing and an understanding of what makes good content.

### **Desirable:**

- Previous practical experience of creating marketing campaigns.
- Understanding of digital video market, especially YouTube.
- Previous experience of website management, including knowledge of Wordpress and other content management systems.
- Knowledge of SEO techniques (at a minimum – the importance of keywords in digital content).
- Practical Experience of Google Analytics.
- Market research skills.
- Interest in and knowledge of sustainability and environmental issues and solutions.

## How to apply

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

**STEP 2)** Please, send an email to [madeline@espauk.com](mailto:madeline@espauk.com) with the reference code **GREo8o6** attaching your CV as a pdf file. A cover letter is always helpful.

## Are you eligible?

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.