



Market Researcher / Analyst Internship

CAPMRo81o

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 and recent graduates in the UK. We work closely with our host companies to ensure the positions provide the candidates 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: All ESPA's services are **free** for students and alumni. The benefits are:

- 1) Paid Accommodation.
- 2) Paid Utility Bills (electricity, gas, water and council tax) + Internet Access
- 3) Commuter travel to work (accommodation will be found within an acceptable commuting distance from the workplace, if that requires more than a sensible walk then a bus/train ticket will be provided).

This will be sourced and managed on your behalf by ESPA. **These benefits have an approximate value of 700€-1000€ per month (depending on location).**

EXTRA BENEFITS:

As most of European grants are no longer than 6 months the host company has agreed to offer also a payment of £350 per month in the **second half of the internship** (months 7 to the end) in addition to the regular benefits.

The Host Company

An ambitious, rapidly growing technology company based in Fareham/Hampshire, specialising in the design, manufacture and supply of specialised computer equipment. They are looking for an under-graduate passionate about research to help them expand the depth and breadth of their market insight.

Role

This placement is an excellent opportunity for someone seeking to apply their market research, web analytics and search engine marketing knowledge in a B2B context. Working in a small team, within a medium sized company, you will have exposure to all elements of marketing as opposed to a narrow vertical set. This will enrich your experience base enormously.

Duration

6, 9 or 12 months, 12 months preferred.

Location

Fareham, Hampshire. Market town at the north-west tip of Portsmouth Harbour, between the cities of Portsmouth and Southampton in the south east of Hampshire, England. It gives its name to the borough that comprises the town and its surrounding area.

Languages

English should be B2/C1 at least.

Start date

As soon as possible.

Tasks

- Structured Marketing and competitor research across a diverse range of market sectors.
- Research of new media sources and marketing channels domestically and internationally.
- Analysis for improvement of website traffic using web analytics packages to provide insight.
- Engage with market and conduct primary research directly with customers and prospects by telephone and email.
- Lead and enquiry analysis to better target marketing investment.
- Analyse search engine performance, and use SEO to enhance the businesses web presence.
- Recording and reporting of departmental statistics for departmental key performance indicators.

Personal Skills

Essential:

- Studying to complete a degree in Marketing or related subject.
- Primary and secondary research
- Research and statistical analysis
- Report creation
- Microsoft office packages

Desirable:

- Experience of conducting Market research
- Knowledge of SEO practices
- Use of web analytics and pay per click
- Analytical mind and the ability to think critically
- Strong verbal and written communication skills
- Flexible, adaptable and accepting change
- Challenge seeking with copious energy deliver and to overcome any failures along the way

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 with the reference code **CAPMRo81o** attaching your CV as a pdf file. A cover letter is always helpful.

Are you eligible?

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