



6 Months Social Media & CRM Analytics Internship

(DYSSA2110)

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: ESPA is free for students and alumni. 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 700€ per month.**

There is no salary over and above the benefits offered, unless specifically stated.

To know more, please visit: www.espauk.com

The Host Company

Company whose products are in more than 65 countries around the world and employs more than 5,000 people worldwide. Leaders in Technology, this host company is constantly looking to grow and expand their team as well as develop the design and user experience of their products. Now, they are searching for the next generation to work on developing future technologies and they are looking for people with bright ideas to contribute to their success.

Role

This company has 100s of websites and social media channels all around the world. Each week, millions of people use them to find out about their products, buy them or ask for support. As they grow their Social Media capability, Digital Analytics is at the very heart of understanding how well it performs and its contribution to the business. To facilitate this, they are looking for a Digital Analyst to provide reporting and insight. You will work alongside the Head of Digital Analytics and the Head of Social Media, with exposure across the business. There will be the opportunity to gain experience in other digital analytics disciplines including **web and CRM analytics**.

Duration

6 Months.

Location

Malmesbury, a market town and civil parish in the southern Cotswolds in the county of Wiltshire, England.

Languages

English should be B2/C1 at least.

Start date

As soon as possible.

Tasks

- Build and deliver regular CRM reporting, support E-commerce and Social Media reporting on demand.
- Build relationships and processes to create regular access to / supply of the CRM data.
- Working with the Head of Analytics to understand how Social Media contributes to the business objectives using a range of analytics and data visualisation tools.
- Working with the Head of Analytics and the Head of Social Media to develop and then own Social Media reporting and insight, supporting the Social Media Managers in market, to ensure that all social media activity is tied to specific KPIs and can be tracked for reporting and optimisation purposes.
- Working with the Head of Analytics to develop reporting and insight to commercial managers and other relevant teams in the business.
- Design and maintain reporting templates, deliver reporting and analysis as defined by requirements, including results evaluation and quickly identifying and troubleshooting underperforming activity and make data-driven recommendations for improvement
- Support the commercial managers and markets with additional reporting and insight requirements.
- Own data quality working with Digital IT and 3rd Party Vendors; ensuring tracking is correct and reporting is accurate.

Personal Skills

- **Data analysis skills** (including investigating and troubleshooting).
- **CRM** previous experience.
- Strong MS Office skills, particularly **Excel and PowerPoint**.
- **Strong communication skills**.
- Good understanding of the different types of Social Media and how they are used
- Attention to detail
- Perseverance and an inquisitive mind
- Some Digital / Social Media Analytics experience is bonus, but full training can be given to the successful candidate of task or project plans

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 **DYSSA2110** 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.