



6 Month Social Media & Digital Marketing Internship

GRA0904

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, which is more than the average salary for an intern in most EU countries.**

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

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

The Host Company

This company provides communication technology for small businesses. Their goal is to become one of the best-rated small business communications and connectivity providers in the UK. 4 values lead this company's marketing which are: reach, awareness, engagement and convert.

Role

The prime responsibility of this role is to proactively support the Marketing Team by growing our media outreach efforts across the UK. Candidates for the role should expect to develop and grow connections with selected media / editors, should be passionate about maintaining press relationships and growing online digital media communities. Working closely alongside the Marketing Manager, Social Media Agency and Leadership Team, there will be a variety of media communications projects.

Duration

6 months

Location

Bath. A world-heritage city in the South West of England which hosts two great universities. With a truly international feel it has wonderful cultural experiences and is just 1.5 hour train journey from London and a 15 minute train journey from the vibrant city of Bristol.

Languages

Excellent spoken and written English (B2/C1)

Start date

As soon as possible

Tasks

Primary:

- Assist in the development and implementation of content marketing plans for a variety of digital marketing channels (including email marketing and social media channels and blogs) to grow the volume of the business. Manage engagement and responses through social media channels.
- Take responsibility for researching, creating and scheduling content for social media and other digital marketing channels
- Writing and Promoting content to editors/Online PR portals.
- Use own initiative to research and present innovative content solutions
- Writing and distributing monthly press releases
- Creating monthly industry trend content articles
- Finding industry and small business related articles that are useful to share with customers and across social media
- Writing fun, valuable yet informative articles on business themes (as identified by the Marketing Manager as well as identified through their own work) that are of interest to small business segments

Secondary:

- Update and populated with fresh, relevant content via blog posts.
- Assisting with events as necessary
- Supporting company awards communication efforts
- Supporting community outreach efforts as defined by the media content plan

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
- Friendly personality, able to work with different people outside and inside the organisation

Desirable:

- Previous practical experience of creating marketing campaigns
- 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

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 GRA0904 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.