



Apply here

Start date

Flexible

Duration

6 months

Languages

Good spoken and written English levels are required (B2 onwards)

Location

Chippenham, England
Dating back to the 7th Century, the historical market town of Chippenham is one of the West Country's most vibrant towns with a good night life and plenty of places to eat. The surrounding area has beautiful stone-built villages, many of which have been used as locations in the making of films such as Harry Potter, The Wolfman, Warhorse and Stardust. Chippenham is on the mainline rail route from London Paddington to the West Country and just 10 minutes by train to Bath, making it an ideal location to explore the South and South West of England. You will never be short of things to do!

Are you eligible?

Are you a registered student?
Or
Are you eligible to participate in the Erasmus+ programme?

Benefits

See website for details of all ESPA benefits. For all internships over 6 months, additional benefits will be paid. Details available at interview.

Role

This is fantastic opportunity for a confident and enthusiastic individual interested in a hands-on marketing role with this innovative manufacturer and supplier to the motorsport industry. Mentored by the CEO you will assist in developing the brand nationally and internationally with an emphasis on car racing and supercar manufacturers. Whether you have an interest in motorsports or not, this is a great opportunity to gain valuable experience, making a great addition to any CV.

Tasks

- Developing market strategy for sport cars nationally and internationally
- Market research, developing a database of potential new customers and distributors
- Helping to set up a dealer network worldwide
- Working in collaboration with the PR agency on the social media strategy
- Implementing the digital strategy
- Possibility of meeting new customers.

Personal Skills

- Degree in Marketing, International Business or other related disciplines
- Self-starter
- Confident and communicative
- Autonomous, entrepreneurial mind-set
- An interest in motorsports beneficial.

The Host Company

Established in 1975, the host company manufactures and supplies high quality aluminium and carbon composite wheels to the motorsports and supercar industries. In the 1990's they supplied Formula 1 teams, with drivers including Alain Prost, Nigel Mansell and Ayrton Senna. In recent years, their success has come more from motorcycle racing, supplying to World Superbikes and the fastest rider ever to lap the Isle of Man in the world-famous TT. Keen to re-establish their presence in car racing they have secured a contract with a famous team that will double their turnover and so, with exciting times ahead, they are now looking to build on this success on an international scale.