



6 Month Online Marketing, German Speakers (HANG1711)

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 be a registered student and/or have Erasmus+ status to be eligible for our internships. Any student who is unsure of their situation should check with their university before applying. Non-EU students can also apply if they are studying in the EU and can get an Erasmus+ grant/status for the entire length of the internship.

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).**

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

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

The Host Company

The company is an **online retailer** which was **established in 2008** and **employs 50 staff**. It **sells clothes hangers, home storage and garment care products through** several **online channels** including **eBay, Amazon, Rakuten** and **their own website**. To sustain growth the company has now **expanded sales into Europe** and intends to have **online store-fronts** and **product listings translated into several languages**.

Role

The main role is to **actively list products**, to **maximise sales on authorised content platforms** and **optimise the online content**. The candidate will also **work with the Content Manager** to identify and develop opportunities to create promotional offers developing a positive and engaging presence, on geographically relevant social media platforms. **Perform research** and **other marketing activities to support the Marketing team** will also be part of the role.

Location

Blackpool, Lancashire. Blackpool is a large seaside holiday resort with many tourist attractions. It has a population of around 142,000 located on the North West coast of England. It is approximately 64 km northwest of Manchester and 80km from the Lake District National Park.

Duration

6 months

Start date

Flexible

Languages

A **native German speaker**, the candidate is required to be fluent in written and spoken English.

Tasks

- **Proactively list products**, to maximise sales on authorised content platforms, within a selected geographical area.
- **Optimisation of online content** representing products in line with relevant procedures, processes and policies.
- **Routine adjustment of product prices** in line with instruction, assigned procedures and policies.
- **Monitoring for online infringement** of online property rights in relevant policies, procedures and organisational values.
- **Work with the Content Manager** to identify and develop opportunities to create promotional offers.
- **Identify and develop a positive and engaging presence**, on geographically relevant social media platforms to promote products and develop brand recognition with the company's target audience.
- Perform research and other marketing activities to **support the Marketing team**.
- **Run key word campaigns** and **manage associated budgets appropriately**.
- **Translate and promote authorised marketing materials**, in line with the requirements of the selected geographical area and briefs provided by the Marketing Team.
- **Support other business functions in translating/managing enquiries** relating to the selected geographical area.
- **Produce interactive marketing material** to support the development of social media platforms, within selected geographical areas.
- Proactively **share best practice** with Content Team members.
- **Adhere to health and safety requirements**.

Personal Skills

- Have an **understanding of digital marketing** and **social media platforms**.
- Good **analytical** and **problem solving skills**.
- Excellent **personal organisation** and **business administration skills**.
- Ability to **work under own initiative** and as **part of a team**.
- Exceptional **attention to detail** and accuracy.
- Ability to **work to strict deadlines**.
- Strong IT skills, **experience with online sales platforms**.
- **Marketing** or **Journalism background**
- **Proven experience of AdWords** and **social media management**.

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 portal32@espauk.com with the reference code **(HANG1711)** attaching your CV as a pdf file. A cover letter is always helpful.