



6 Month Market Research and Communications Internship

ESPMR1506

The Host Company

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.

Role

For this varied role, ESPA is seeking a strong candidate capable of performing **Market Research activities** as well as **developing new relationships** with the High Educational Institutions Network in the EU zone (mainly **Universities and Business Schools**) in order to improve ESPA's database and to develop the presence and image of the company among Faculties and students or recent graduates. The ideal candidate would also have an interest in Marketing and fulfil the requirements of the Marketing Manager, which may be email campaigns, CRM management, analytics and social media posts.

In conclusion, the aim of this role is to make sure that every student in the EU is aware of ESPA and its free internship services.

Location

Bath. A world-heritage city in the South West of England which hosts two great universities. 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.

Duration

6 months

Start date

July to September 2017

Languages

Good English level (B2 onwards)

Tasks

- Research of Universities and Business Schools in all the EU countries.
- Relationship development with existing Educational Institutions that ESPA has in its database.
- Relationship development with new potential Universities and Business Schools that are interested in ESPA's services.
- Ability to research and to identify Educational Institutions' needs as well as students' preferences.
- Finding new promotion channels for ESPA's services as well as improving the existing ones.
- Recording all the useful information in the CRM in order to be used for ESPA's HR and BA teams.
- Marketing duties such as web analytics, social media posts, email campaigns.
- Be a key part of the happy, hard-working ESPA team.
- Other activities within the scope of the role, as required.

Personal Skills

- Excellent communication skills (via phone and email especially).
- Previous Market Research experience.

- Previous experience related with EU Universities and Business Schools.
- Excellent organizational and management skills.
- Confidence in order to express ideas and to explain ESPA's services.
- Proactivity and ability to develop own work.
- Excellent IT skills, experience with CRM software is a plus.
- Analytics, marketing experience or an interest in marketing.
- Goal oriented and ability to work autonomously.

How to apply

STEP 1) Please, register with us at <http://www.espauk.com/students/student-registration/>

STEP 2) Please, log in to your account in <http://www.espauk.com/students/student-application/> and then click on the button **APPLY** next to the vacancy name.