



## 6 Month Business Administration and Customer Experience Internship

(CASCE1606)

### **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:** 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 1200€.**

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

To know more, please visit: [www.espauk.com](http://www.espauk.com)

## The Host Company

Our client is a **world leader** in the field of **automotive and industrial lubricants**. The company works closely with leading industry OEMs (Original Equipment Manufacturers). There is a significant opportunity to join a Brand and Customer Excellence team in Marketing within this major corporation with a strong global brand. The brand has always been focused on **finding solutions for its pioneering partners and their ever-changing needs**.

The Marketing Team is looking for 4 interns who will **be part of a newly integrated team**. The main aim of this team is to **lead the way in defining the Customer Experience strategy and Brand evolution** to support the company's growth strategy. The focus of the team is **building a strategy, defining programs and creating/deploying new branded experiences** to enhance differentiation in the market.

## Role

The Marketing Team is looking for a bright **Business Administration student/recent graduate**, who **wishes to apply their specific skills and expertise** in an **area that is still under development**. Those who also work well in a challenging environment and with the ability to think broadly and deeply about customers, markets and the nature of competition, and can operationalise concepts rapidly.

The ideal candidate will be **involved in several marketing activities**, from the organization of the infrastructure, to development of processes, main contact for potential partners, marketing support, etc.

The candidate **knows** what **outstanding customer service** is and should be passionate about working hard to support the company's partners and help solve their challenges.

## Location

London.

## Duration

6 months.

## Start date

August/September 2016.

## Languages

Fluent in written and spoken **English (C1/C2)**.

## Tasks

- **Identify Business needs** and investigate suitable markets.
- **Market intelligence and marketing support.**
- Accurately and effectively **record down customer issues** which need development and feed that information back to the wider team.
- Help inform the **strategic thinking** of the Marketing Team.
- Give support in **defining, building and testing Brand and Customer Experience concepts.**

## Personal Skills

### Essential:

- Strong **communication** and **negotiation** skills.
- **Strong organisation** and **administration** skills.
- Previous **Project Management** experience.
- **Diplomacy/Politics Management** skills would be a plus.
- **Flexible, adaptable and accepting** changes.
- Challenge-seeking with copious energy to deliver and to overcome any failures along the way.
- **Chinese, German, French** or **Spanish** nationality preferred.
- Understanding of cultural differences and how to deal with them.

### Desirable:

- Have an appreciation for marketing and think 'customer', including insight generation and/or market research.
- Grasp the concept of customer experience and be interested in building the Amazon & Uber effect elsewhere!
- Understanding of typical business operational processes and procedures.
- Appreciate the value brands play in differentiation and experiences.
- Have a track record of successful team working with ability to work cross functionally and regionally/globally.
- Thrive on self-help and learning and where supervision is more 'light touch' guidance rather than day-to-day management.

## How to apply

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**STEP 2)** Please, send an email to [apply@espauk.com](mailto:apply@espauk.com) with the reference code **CASCE1606** attaching your CV as a pdf file. A cover letter is always helpful.

## Are you eligible?

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## 6 Month Digital Marketing Internship

(CASDM1606)

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## The Host Company

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The Marketing Team is looking for 4 interns who will **be part of a newly integrated team**. The main aim of this team is to **lead the way in defining the Customer Experience strategy and Brand evolution** to support the company's growth strategy. The focus of the team is **building a strategy, defining programs and creating/deploying new branded experiences** to enhance differentiation in the market.

## Role

The Marketing Team is looking for a bright **Digital Marketing student/recent graduate**, who **wishes to apply their specific skills and expertise** in an area that is **still under development**. Those who also work well in a **challenging environment** and with the **ability to think broadly and deeply about customers, markets and nature of competition**, and can operationalise concepts rapidly.

The successful candidate will take an **active part to projects and activities** that will contribute to an **overall improvement of the digital strategy** adopted by the business.

The candidate should be passionate about working hard to support the company's partners and help solve their challenges.

## Location

London.

## Duration

6 months.

## Start date

August/September 2016.

## Languages

Fluent in written and spoken **English (C1/ C2)**.

## Tasks

- **Help** inform the strategic thinking of the **Marketing Team**.
- Give **support** in **defining, building** and **testing Brand** and **Customer Experience** concepts.
- **Analyze paid search accounts**, including **keyword optimization** and **market insight** for display and other **digital advertising platforms**.
- **Assist in the digital content management**, use of Google analytics, updates of business **accounts on Social Media: LinkedIn, Google, Twitter, and YouTube**.
- **Test the brand website** regularly.
- **Provide digital insights** into local market, and **identify key areas for traffic driving activity**.

## Personal Skills

We are looking for students who have qualifications and experience in one of the following areas:

- **Digital Marketing** background.
- **Data analysis skills** (e.g. Google Analytics).
- **Good understanding** of the different types of **Social Media** and how they are used.
- **Experience in Digital service** – which may include, **App development, digital customer service, Internet of Things, CRM systems**.
- Flexible, adaptable and accepting change.
- Challenge-seeking with copious energy to deliver and to overcome any failures along the way.
- **Chinese, German, French or Spanish** nationality preferred.
- Understanding of cultural differences and how to deal with them.

Moreover, the right candidates should:

- Have an appreciation for marketing and think 'customer', including insight generation and/or market research.
- Grasp the concept of customer experience and be interested in building the Amazon & Uber effect elsewhere!
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- Appreciate the value brands play in differentiation and experiences.
- Have a track record of successful teamworking with ability to work cross functionally and regionally/globally.
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## 6 Month Marketing & Sales Support Internship

NETMA1706)

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- 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).**

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## The Host Company

This company is an **independent IT consultancy** business **providing advice on all aspects of IT to businesses in the UK, Ireland and across Europe**. Formed in 1999, it provides Outsourced IT Management, Technical Support and Software Development services.

## Role

The intern will be responsible for the marketing and brand awareness of the organisation. The aim of the role is to generate real results using marketing tools. The right candidate will be involved in the content maintenance of the website, social media and blogs, as well as in sales and other collateral marketing activities.

## Duration

6 months

## Location

**Brighouse**, extremely well placed town with links to other large towns such as Halifax and Huddersfield. Manchester and Leeds are just 30 minutes and 15 minutes away respectively.

# Languages

Good written and spoken English. (B2/C1 minimum).

# Start date

August/September 2016

# Tasks

- 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.
- Take responsibility for researching, creating and scheduling content for social media and other digital marketing channels
- Use own initiative to research and present innovative content solutions
- Management and development of website content
- Test the brand website regularly.
- Maximise any on-line opportunities that may benefit the business, e.g. blogs, forums, etc
- Contact and engage with new companies
- Research of potential markets in order to expand the company's database.
- Grow and manage the current contacts database

# Personal Skills

- Marketing or Communications background, understanding of general Marketing.
- Good understanding of brand awareness building
- Experience with Design tools such as InDesign, Photoshop, etc
- Social media skills
- SEO and SEM knowledge would be valuable
- Good knowledge of Microsoft packages, especially Outlook, Word and Excel
- Ability to work both alone and as a part of a team
- Flexibility and "can do" attitude.
- Fluent in written and spoken English
- Proactive and communicative personality with organisational skills
- A flexible approach

# How to apply

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## 6 Month Marketing and Brand Management Internship

(CASBM16o6)

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## The Host Company

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The Marketing Team is looking for 4 interns who will **be part of a newly integrated team**. The main aim of this team is to **lead the way in defining the Customer Experience strategy and Brand evolution** to support the company's growth strategy. The focus of the team is **building a strategy, defining programs and creating/deploying new branded experiences** to enhance differentiation in the market.

## Role

The Marketing Team is looking for a bright **Marketing student/recent graduate**, who **wishes to apply their specific skills and expertise** in an **area that is still under development**. Those who also work well in a challenging environment and with the ability to think broadly and deeply about customers, markets and nature of competition, and can operationalise concepts rapidly.

This will be an interesting role **covering many aspects of marketing to help the business build and improve their systematic approach**.

The candidates should be passionate about working hard to support the company's partners and help solve their challenges.

## Location

London.

## Duration

6 months

## Start date

August/September 2016.

## Languages

Fluent in written and spoken **English (C1/ C2)**.

## Tasks

- Help **inform** the **strategic thinking** of the **Marketing Team**.
- Give **support** in **defining, building and testing Brand and Customer Experience concepts**.
- **Develop communications** for the organization to embed the Customer Experience strategic approach.
- **Work closely with Marketing team to ensure all projects are up to date** and provide marketing support to the marketing manager where required.

## Personal Skills

We are looking for students who have qualifications and experience in one of the following areas:

- **Marketing and/or Brand Management background.**
- **Strong organisation and administration skills.**
- **Project coordination/management.**
- Strong verbal and written communication skills.
- **Flexible, adaptable** and accepting change.
- Challenge-seeking with copious energy deliver and to overcome any failures along the way.
- **Chinese, German, French or Spanish** nationality preferred.
- Understanding of cultural differences and how to deal with them.

Moreover, the right candidates should:

- Have an appreciation for marketing and think 'customer', including insight generation and/or market research.
- Grasp the concept of customer experience and be interested in building the Amazon & Uber effect elsewhere!
- Understanding of typical business operational processes and procedures.
- Appreciate the value brands play in differentiation and experiences.
- Have a track record of successful teamworking with ability to work cross functionally and regionally/globally.
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## 6 Month Marketing Psychology Internship

(CASMP1606)

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## Role

The Marketing Team is looking for a bright **Marketing Psychologist/Behavioural Science student or recent graduate**, who **wishes to apply their specific skills and expertise** in an area that is **still under development**. Those who also work well in a **challenging environment** and with the **ability to think broadly and deeply about customers, markets and the nature of competition**, and can operationalise concepts rapidly.

The successful candidate will take an **active part in projects and activities** that will contribute to an **overall improvement of the marketing strategy** adopted by the business.

The candidate should be passionate about working hard to support the company's partners and help solve their challenges.

## Location

London.

## Duration

6 months

## Start date

August/September 2016.

## Languages

Fluent in written and spoken **English (C1/ C2)**.

## Tasks

- **Help** inform the strategic thinking of the **Marketing Team**.
- Give **support** in **defining, building and testing Brand and Customer Experience concepts**.
- Use **psychological research** to **devise plans** for improving the Marketing strategy of the company.
- **Conduct research** on how the **physical aspects of marketing** could be **used most effectively**.
- **Study** the **behaviour** of **partners and customers**, to **understand how advertising influences the perception** of different products and **how to make the marketing strategy more effective**.

## Personal Skills

We are looking for students who have qualifications and experience in one of the following areas:

- **Marketing Psychology / Behavioural Science** background.
- Good **understanding** of how **demographic and socioeconomic factors influence customer behaviour** and work together to create marketing venues.
- **Flexible, adaptable and accepting change**.
- Challenge-seeking with copious energy deliver and to overcome any failures along the way.
- **Chinese, German, French or Spanish** nationality preferred.
- Understanding of cultural differences and how to deal with them.

Moreover, the right candidates should:

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## 6 Month Services Management & Administration Internship

**BABSE1506**

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## The Host Company

The company is a **language services company** based in **Salisbury, Wiltshire**. It provides translation and interpreting services and also runs courses in English as a Foreign Language and in Arabic. It seeks an enthusiastic and motivated student or recent graduate to support the Academic Director in the administration of its language courses and support of its students.

## Role

The company is seeking a highly motivated and organised graduate, looking to gain experience of **administration and customer service and support in an educational environment**.

## Duration

6 months

## Location

Salisbury - Located in the South of England, within easy travel distance of London, Bath, Bristol and Southampton, the city retains much of its historic past with timbered buildings, an Early English Gothic Cathedral, a thriving market, a buzzing Arts scene, museums and some of England's finest historic houses.

## Languages

A high standard of spoken and written English level is required (C1/C2).

## Start date

August/September 2016

## Tasks

As **Assistant Student Accommodation and Social Officer** you will:

- Help organise the provision of student homestay accommodation (including liaising with existing and potential providers, allocation of students, problems and complaints, payment of providers) and organise arrival and departure transfers.
- Help organise, promote and supervise the School's Social and Excursion Programmes

As an **Assistant Safeguarding and Welfare Officer** you will:

- Provide help and advice for students and follow up and resolve any issues raised
- Act upon student feedback through questionnaires, comments & suggestions, feedback sessions, etc.
- Maintain records of all communications and activities (with staff, students and clients) in order to keep information available to relevant staff members.

Regarding **Administrative and Marketing support** you will:

- Man the front desk (when required) and respond to telephone and email enquiries.
- Sign up direct (walk-in) students and accept tuition payments.
- Assist with organisation and management of school groups as well as liaising with overseas agents.
- Other duties related to administration, management or general marketing.

As the appointee gains experience in the job he/she will be expected to contribute to the review, update and audit of School policies and procedures to ensure compliance with the requirements of our accrediting organisations.

## Personal Skills

### Essential:

- Degrees related to Business Administration, Management, Marketing, Tourism or similar.
- Excellent IT skills (Microsoft Office).
- Strong organizational and management abilities.
- Ability to work under pressure and ability to multitask.

### Desirable:

- Knowledge and experience in online databases (or willingness to learn).
- Other language skills.

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