



6 Months Innovation Incubator Internship – Digital Marketing

Internship Code: CASDM1307

PLEASE READ CAREFULLY BEFORE CONTINUING.

ESPA (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. **To know more, please visit: www.espauk.com**

REQUIREMENTS: You have to still be a student or have graduated in the last 12 months.

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-**

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

The Host Company

The host company is a **world leader in the field of automotive and industrial lubricants**, headquartered in Reading (London). This prestigious company is now operating in over 50 countries and employs more than 20,000 people worldwide. The company works closely with leading industry OEMs (Original Equipment Manufacturers). Many of the products are recommended by and co-engineered with major OEMs, including Audi, BMW, Ford, MAN, Honda, JLR, Volvo, Seat, Skoda, Tata and Volkswagen.

The Role

We are hiring two interns to form an innovation incubator in the SMART Mobility territory. Smart Mobility focuses on offering convenience and time-saving around mobility needs – providing a better Mobility Experience in the vehicle, around the vehicle and independent of the vehicle through innovative digital solutions. The three key areas of focus for the territory are: providing 'worry-free' solution around car ownership; urban mobility; and infotainment. The core is to connect people and services, optimize journeys (as opposed to destinations) and facilitate the whole mobility value chain.

Duration

6 months

Location

The internship will be located in the company's new incubator start up office near Reading (20 min's train distance from London) with one day per week in the Research Centre alongside an established team working on an existing new business opportunity.

Languages

Fluent in written and spoken English (B2/ C1).

Application deadline

As soon as the roles are fulfilled.

Start date

31 August, 2015.

Tasks

The two interns will form a team to investigate, test, and develop the Opportunity for car maintenance and care in the company's car sharing sector. The exploration and development of this space will come in two parts:

- Analysis of the business and market opportunity globally and by market: Chiefly, the opportunity for car maintenance and care services in the car sharing sector. Is the opportunity big enough? Could the business case be attractive?
- Set up and run test trials: What do owners and users value and engage with or not? How do they react to various service related offers? Value of being associated with Castrol servicing?

This opportunity will be attractive to students looking for a challenge in a progressive and innovative business environment. It requires the ability to think broadly and deeply about emerging technologies and socio-environmental changes impacting the automotive industry.

Personal Skills

Essentially, the students shall have qualifications and experience in one of the following areas:

- Understanding of digital services and expertise. Practical understanding of disruptive digital business models such as UBER etc
- Previous experience or deep understanding of the auto sector, car servicing, digital services, telematics, urban mobility; Gaming in and out of vehicle.

Besides, we hope the students to:

- Wish to be part of a progressive group of like- minded individuals searching for new ideas and developing new business models. There is space for new ideas, wider thinking
- Have great business acumen, adept in innovation strategy and marketing
- Happy to take a hands on approach to testing and exploring innovative ideas

How to apply

STEP 1) Please, take one minute to 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 **CASDM1307** attaching your CV as a pdf file. A cover letter is always helpful.