



6 Months Digital Marketing Internship

Ref: CAP2007

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: ESPA is free for students and alumni. 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 700€ per month.**

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 design and manufacture specialist computers for challenging environments and controlled applications. In a world where humans and technology are converging fast, they keep your applications running and ensure your computers are protected against failure, disruption and change.

Role

Working with systems integrators and OEMs across the energy, medical, transport, automation, communications, defence and security sectors. Whether it's preventing life-saving equipment from malfunctioning, enabling mass transit systems to flow, or safeguarding strategic defence equipment in extreme desert conditions. With unique in-house design, production and testing facilities, they create computers to provide reliability, longevity and consistency.

Duration

6 months.

Location

Fareham, Hampshire. Fareham is a market town at the north-west tip of Portsmouth Harbour between the cities of Portsmouth and Southampton on the south coast of England.

Languages

B1/B2 Business English minimum required.

Start date

September 2015.

Tasks

- Using existing copy and imagery to create and update website pages, posts, media and publications using WordPress.
- Using existing copy and imagery to build e-shot and e-news campaigns on an online marketing automation platform ready to be sent.
- Managing social media campaigns using a social dashboard.
- Fulfilling routine web maintenance tasks, for example fixing any broken links, while logging and reporting any problems as they are encountered.
- Registering and maintaining the company's entries on online directories.
- Optimising website content in-line with current best practice for SEO.
- Updating and monitoring PPC activities to optimise ad efficiency.
- Gathering of campaign analytics from all online campaigns from marketing tools such as google analytics, and 3rd party channels.

Personal Skills

Essential:

- Social Media (especially Linked In, Hootsuite, Twitter).
- Email Marketing, Marketing Automation Software (e.g. MailChimp, Hubspot, Marketo, Act-on).
- Content Management / Blogging.
- Prior role concerned with data administration / attention to detail.
- Good written and oral communication skills.
- Wordpress CMS.
- Google analytics.
- SEO.

Desirable:

- Digital Advertising.
- Automated / Drip Marketing.
- Online PR.
- Online directories.
- Basic web maintenance skills (e.g.: identifying and fixing broken links).
- Google Adwords.
- HTML / CSS.
- PHP / SQL.

Personal Attributes

- **A passion for digital marketing**
- Avid consumer/creator of content.
- Up-to-date with advances in the digital/ online space.
- Professional appearance and behaviour.
- Self-motivated and able to multi-task handling multiple priorities.
- Able to quickly learn and apply new skills, while continuously improving them.
- Organised, tidy with good time management.
- Able to handle pressure to meet deadlines.
- Flexible, adaptable and accepting change.
- Energetic, positive and curious.
- Team player.
- Challenge seeking with copious energy to deliver and to overcome any failures along the way.
- Emotionally robust to be able to deal effectively and efficiently with performance 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 sandradlc@espauk.com with the reference code **CAP2007** attaching your CV as a Pdf file. A cover letter is always helpful.

Are you eligible?

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