



## 6 Month Social Media & Digital Marketing Internship

### ESPA UK

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 in the UK. We work closely with our host companies to ensure the positions provide students 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. 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, which is more than the average salary for an intern in most EU countries.**

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

This company offers a comprehensive range of web solutions and digital services to help organisations to achieve their mission. Digital services include; website development, mobile applications, website applications, hosting, email marketing, social media, SEO, Content strategy and marketing and CRM system solutions. The company works with a diverse range of organisations, from charitable organisations to corporate clients. A small team of skilled front and back-end developers and digital marketers in the creative, picturesque setting of Tickenham countryside.

### Role

This is a role that has been created by the company to lead the social media marketing for both client campaigns and to promote the company's own brand. The intern will get hands-on experience researching, creating and scheduling suitable content for the various digital marketing channels. Including; email marketing, social

media and website content. The intern will also have input into the overall content strategy for each channel.

## Duration

6 months

## Location

**Tickenham** is a wealthy ornate village and civil parish near Clevedon and Nailsea, North Somerset, England. It is an easy commute (just 15 kilometres) from the vibrant, cosmopolitan city of Bristol. Many of the team commute from Bristol using public transport.

## Languages

The student is required to be fluent in written and spoken English.

## Start date

June 2015

## 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. Manage engagement and responses through social media channels.
- Take responsibility for researching, creating and scheduling content for social media and other digital marketing channels
- Keep client websites and the company website update and populated with fresh, relevant content via blog posts.
- Use own initiative to research and present innovative content solutions

## Personal Skills

Essential:

- An understanding of mainstream social media channels; especially Facebook and Twitter
- Excellent written and verbal English
- Computer literate, comfortable using Microsoft Excel and Word
- Enthusiastic and motivated individual keen to contribute to the growth of the business
- A keen interest in copy writing and an understanding of what makes good content

Desirable:

- Previous practical experience of creating marketing campaigns
- Previous experience of website management, including knowledge of Wordpress and other content management systems
- Knowledge of SEO techniques (at a minimum – the importance of keywords in digital content)
- Practical Experience of Google Analytics
- Market research skills

## 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 [madeline@espauk.com](mailto:madeline@espauk.com) with the reference code WOR2402 attaching your CV as a pdf file. A cover letter is always helpful.

## Are you eligible?

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