



## 6 Month Digital Marketing and E-Commerce, Danish/Swedish Speakers Internship

**DYSDM2511**

### **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 700€-1000€ per month (depending on location).**

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

Company whose products are in more than 65 countries around the world and employs more than 5,000 people worldwide. Leaders in Technology, this host company is constantly looking to grow and expand their team as well as develop the design and user experience of their products. Now, they are searching for the next generation to work on developing future technologies and they are looking for people with bright ideas to contribute to their success.

## Role

The host company is looking for someone to help drive the E-commerce platform within specified markets (Denmark or Sweden). You will be working with the Marketing Manager and Digital Executive on projects and activities that will contribute to an overall digital retail strategy. There will be an opportunity to gain experience in paid search including analytics, liaising with media agencies, eCRM and promotional planning.

## Duration

6 months

## Location

Malmesbury, a market town and civil parish in the southern Cotswolds in the county of Wiltshire, England. This position will involve travel to home market, i.e. Denmark or Sweden.

## Languages

**Native language should be Danish or Swedish.**

English should be B2/C1

## Start date

January 2016

## Tasks

- Regular brand website tests, including translation checking.
- Attend regular meetings with media agency to work on the paid search accounts, including keyword optimization and market insight for display and other digital advertising platforms.
- Weekly ad-copy optimization including writing new ad-copies for our paid search terms.
- Co-manage eCRM database and sense check customer facing emails.
- Provide and critique translations for display creative and subtitles for YouTube.
- Audit retail websites according to company criteria, feedback scores and monitor progress.
- Digital insights into local market, and identify key areas for traffic driving activity.

## Personal Skills

- Data analysis skills (e.g. Google Analytics)
- Strong communication skills
- Self-starter and comfortable working independently
- Organisation skills, attention to detail and a responsive attitude
- Ability to adapt quickly to changes and flexibility
- Prepared to travel to market as required
- Good understanding of digital marketing is a bonus, but training can be given to the successful candidate

## 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 [apply@espauk.com](mailto:apply@espauk.com) with the reference code **DYSDM2511** attaching your CV as a pdf file. A cover letter is always helpful.

## Are you eligible?

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