



Apply here

Start date

Flexible 2017

Duration

6 months

Languages

Good spoken and written English levels are required (B2 onwards)

Location

Bath, England

A UNESCO city of world famous heritage, that offers a thriving shopping and cultural centre with popular festivals, and sporting clubs within an architecturally beautiful setting and stunning countryside.

Are you eligible?

Are you a registered student?

Or

Are you eligible to participate in the Erasmus+ programme?

Benefits

See website for details of all ESPA benefits. For all internships over 6 months, additional benefits will be paid. Details available at interview.

Role

The host company require a Sales and Marketing Intern to assist in the development and delivery of a sales and marketing strategy. As the business establishes itself within existing markets and diversifies into new ones, further success is reliant on the ability to fully understand the needs of its target audiences.; therefore, extensive customer research across a variety of sectors is required.

This internship will provide the successful candidate with the experience of how marketing can help shape the success of a business as it grows through its most crucial phase.

Tasks

- Research new and existing target markets for marketing campaigns
- Assist in planning and implementation of marketing campaigns
- Develop client proposals and scope projects for delivery
- Develop marketing materials and marketing strategy
- Assist on internal and external client communications and marketing campaigns
- Manage social media channels

Desired Skills

- Interest in developing exciting marketing and sales campaigns
- Ability to communicate effectively and appropriately with clients when needed
- Interest in technology and Software as a Service, mapping and Location-Based Services sectors
- Able to work in a self-directed way and come up with solutions.
- Ability to use MSOffice and other standard business systems.
- Familiarity with strategic marketing and sales concepts.
- Friendly and engaging manner for dealing with both clients and internal teams.

The Host Company

The host company produces unique mapping solutions for cities and complex buildings. The company has advanced the field of legible mapping for urban and interior spaces, has developed a platform that supports walking and other soft mode travel and has a unique business model that will advance the mapping field significantly. The business is now expanding rapidly and is developing and implementing applications for cities, campuses and airports worldwide.