TH – International Marketing Intern with digital and social media

Placement Location: Warwick

Vacancy Description

Start Date: October 2017
Duration: 5 - 6 months

* Host Company is looking for 1 German intern and 1 Spanish intern

The Host Company
The host organisation is a UK based company specialising in the development of innovative handheld measuring products using inertial motion sensing technology (accelerometers, gyros and magnetometers). Their first product, is a smartphone app that uses inertial measuring technology to enable a smartphone to become a viable alternative to a tape measure, measuring dimensions and angles over distances up to 100 metres.

The Placement
Assist the Managing Director in developing the international activities of 3D Technologies and generating exposure and new business in foreign markets.

A. Market Research
Contributing significantly in the development of the market research done in house (primary and secondary data collection)

- Developing further innovative ways of researching new markets and analysing the potential for the host organisation in those markets
- Preparing market research briefs and writing questionnaires
- Analysing and interpreting data to identify patterns and solutions
- Writing detailed reports and presenting results
- Advising senior management how to best use the research findings
- Creation of international marketing strategy document for appropriate territories, focusing on marketing and cultural differences compared to the home market

B. Relationship with DIT, international - institutions and UK based partners

- Assisting the Managing Director in any collaboration programmes with several international institutions and manage relationships
- Facilitating communication between the host organisation and the involved international institutions
- Engaging and supporting the collaboration and communication between 3D Technologies and any other UK partners

C. Pre-sales & Post sales customer service

- Responding to international customer requests and queries in native language(s)
- Cold calling and sales development of retail channels
- Resolving international customer issues

D. Marketing Communications

- Planning, establishing, implementing, coordinating and monitoring any marketing activities related to the international side of the host organisation
- Developing marketing communications materials to generate sales
- Coordinating and promoting any of the host organisation international activities on all social media platforms, PR, website, etc.
E. Social Media Management

- Managing the "international brand" social media sites in designated language(s)
- Creating and maintaining content for international social media platforms, website, blogs, etc.
- Working with our UK social media team to ensure consistent content across all domestic and international social media platforms
- Engaging with followers on international social media sites and respond in native language(s) to customer comments
- Advertising management and feedback

F. Digital Marketing

- Creating content and manage international digital and social advertising (e.g. Google, Facebook, Twitter) campaigns in native language(s)
- Video content production and management for social campaigns
- Maintaining, analysing and interpreting international marketing analytics data. Recommending and implementing resultant changes to marketing campaigns
- Creating content for email marketing campaigns, and managing campaigns

G. Translations

- Translating marketing materials into native language(s) for all social media platforms, PR, website, etc.
- Translating product documentation and user interface text into native language(s)
- Translating customer service documentation into native language(s)
- Co-ordinating translation of the above materials into non-native languages

The Ideal Student

A. Qualifications and previous work experience Essential

- Completed or currently studying for a degree or equivalent in marketing, business administration or any other business related degree
- One of the following languages: German, Spanish

Desirable

- Work experience within market research
- Team-working
- Any of the following languages: French, Dutch, Portuguese, Italian, Polish, Russian, Turkish

B. Competencies Core competencies

- Working with others to achieve a common goal
- Taking a creative and innovative approach to work
- Analytical thinking - able to effectively seek and analyse information
- Communicating with influence
- Presentation, sales and negotiating skills
- Additional competencies
- Attention to detail
- Awareness of business needs and ethics
- International culture awareness
- Organising and planning skills

C. IT Literacy

- Good knowledge of Microsoft Windows software - Office Suite, PowerPoint, Word, Excel
- Familiarity with email and electronic means of communications including business process management
D. Personal style and behaviour
This is a key position and the candidate must have excellent interpersonal and
Communications skills, as they will be communicating with professionals at all levels.
The post holder must:

- Possess drive, energy, and the will to succeed
- Be positive and have a pro-active outlook to improvement opportunities and problem solving
- Have a drive to learn new skills and adapt to change
- Show a willingness to take on responsibility and grow within the role/team
- Be a team player, with the ability to work as part of a team and be proactive in the team's advancement
  and development
- Have good organisational and planning skills so as to be able to manage and prioritise workload

If you are interested, please write an email to:

Ms Maria Martin-Albarran
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