



### Apply here

#### Start date

February/March 2023

#### Duration

6 months

#### Languages

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

#### Location

Northampton, England  
Northampton dates to 914 and has a population of over 200,000. Regarded as the "shoe making capital of the world" it is home to several international footwear manufacturers. Boots for Darth Vader, and shoes for James Bond and Prince Charles have all been made here. A busy city with a buzzing nightlife and social scene, there will be plenty to keep you occupied. Northampton is also centrally located to explore the country.

#### 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

This is a very exciting opportunity for an energetic, business orientated, student to gain practical research experience with this fast-growing, international brand leader in the reusable nappy market. Mentored throughout, you will gain in depth knowledge on how each retail sector operates and will be instrumental in helping the business gain insight into the German market. You will gain hands-on experience working with a wide range of retailers from pharmacies, nurseries, independent retailers and Amazon to major supermarket chains and play a key role in securing and building some great sales for the host. This award winning, vibrant host is a fun, down to earth, hardworking team, passionate about their brand. ESPA has worked with this host repeatedly creating fantastic student research experiences. So, if you are hungry to learn and looking for a multi-faceted role, then apply today for a real boost to your career prospects and addition to your CV!

## Tasks

- Secure meetings and build relationships with new and existing German retailers
- Investigate new sales options in Germany and provide market insight of the German consumer
- Understand the brand to enable you to pitch products to various retailers
- Complete any admin tasks associated with working with new and existing retailers
- Check online listings and ensure that ranges are being optimised to their full potential.
- Communicate any online audits with retailers and implement changes.
- Update price lists, packing instructions per retailer ensuring that all retail information is saved logically, so that it is useable by all departments.
- Evaluate sales figures from existing accounts to derive the forecast for the next quarter

## Desired Skills

- Studying for relevant business degree
- Organised; ability to set priorities, work to deadlines and manage multiple tasks
- Curious about the sales and accounts functions
- The perfect person will thrive within a very fast-paced environment
- Excellent German communication skills

## The Host Company

The host company is an international brand leader in the cloth nappy market. They are actively persuading parents across the globe to change from using disposable to reusable, washable nappies. From a small company originally set up in the English countryside, they now sell their nappies and accessories to parents worldwide. They are now seeking dynamic, enthusiastic individuals to help them grow in key European markets.