



Apply here

Start date

March 2022

Duration

6 months

Languages

German native and good spoken and written English levels are required (B2 onwards)

Location

Blackpool, England
Blackpool, one of the UK's favourite holiday resorts attracts millions of visitors every year. Situated on the North-West coast of England, this bustling seaside town has something to suit all tastes, with plenty to do and see. If you like the outdoors, the beautiful scenery of the Yorkshire Dales and The Lake District are only an hour away.

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

Are you an enthusiastic, creative and positive person with an eye for detail and passionate about digital marketing? If yes, then we have a great opportunity for you to learn and develop your skills for an international online retailer. Mentored throughout, you will be involved in working to grow their German focused website, working with their in-house marketer and then transcribing/translating English marketing content as well as contributing to content listings. If you want a great experience and feel you can meet the challenge, then apply today!

Tasks

- Working with our in-house digital marketing executive to create marketing content and translating/adapting this for the German market
- Creating content for our new German focused website
- Launching, promoting, and growing our German website
- Understanding and learning about pay-per-click campaigns
- Market Research
- Data management, entry and checking
- Online Listing creation and monitoring (this will involve use of keywords and learning how to use keywords) on website, Amazon, and eBay
- Social media marketing
- Newsletter marketing

Desired Skills

- Working towards a relevant marketing degree, not journalism or business
- Excellent verbal and written communication skills in both English and German
- Confident
- Creative
- Positive attitude
- Adaptable
- Great content creator

The Host Company

This established host company is an international online retailer selling clothing care products globally. A family company, renowned for their positive and friendly environment. It sells its range of products through several online channels including eBay, Amazon, Rakuten and their own website. They are rapidly growing into European markets and are keen to target Germany as a key target country to drive sales.