**TH-INTERNATIONAL MARKETING INTERN WITH DIGITAL AND SOCIAL MEDIA**

**Vacancy Description**

*Start Date: End of March / April 2018*

*Duration: 5 - 6 months*

*Host Company is looking for a German with Spanish or Spanish with German language skills desirable. Company will also consider you if you only have either German or Spanish language.*

**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. Pre-sales & Post sales customer service**

- Responding to international customer requests and queries in native language.
- Resolving international customer issues.

**C. Marketing Communications**

- Planning, establishing, implementing, coordinating and monitoring any marketing activities related to the international side of the Host Company.
- Developing marketing communication materials to generate sales.
• Coordinate and promote any of the host company's international activities on all social media platforms, PR, Website, etc

D. Social Media Management

• Managing the "company's own brand" through social media sites in designated language(s)
• Creating and maintaining content for international social media platforms; websites, blogs etc.
• Working with our UK social media team to ensure consistent content across all domestic and international social media platforms.
• Recruiting and managing a part-time student network to create and maintain content for social media platforms, websites, blogs etc in their designated language.
• Engaging with followers on international social media sites and respond in native language(s) to customer comments.
• Advertising management and feedback.

E. 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.

F. Translations

• Translating marketing materials into native language(s) for all social media platforms, PR, websites 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 using our part time students network.

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
• Tri-lingual with one of the following languages: German, Spanish, French, Dutch, Portuguese, Italian, Polish, Russian, Turkish, Mandarin, Japanese, Korean, Swedish, Arabic

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 image editing software.
• 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
• Be comfortable multi-tasking

Interested candidates, please contact to: ispo@emc-dnl.co.uk