WG - German Marketing Officer

Placement: WG - German Marketing Officer
Placement Location: Leicestershire
Application Deadline: 30th April 2018

Vacancy Description

Start Date: March / April 2018
Duration: 6 months

The Host Company

The host company, based in the student town of Loughborough, is a world leader in the design, build and servicing of all types of controlled environments, temperature test chambers and climatic test chambers. Their product range includes plant growth chambers, plant growth rooms, stability test chambers and laboratory ovens. The products are used for a variety of applications including component and final product testing, plant growth research, fingerprint development and pharmaceutical stability testing. In addition, they provide products for temperature & humidity testing, automotive emission testing, electronics stress screening, plus vibration, solar and altitude simulation.

Whilst in the past the company's business was focused on the UK, they are now looking to grow in their export. They are entering several markets, such as the Australian, US and several European markets.

The Placement

The company is looking for a German Marketing student to help them develop their offline and online marketing presence. This is a very exciting opportunity for those students wishing to put their Marketing skills into practice. The host company is looking for a student to assist in developing an online strategy and build awareness of their business through internet, social media and general marketing activities to consumers and B2B. Among other activities you will be required to work on:

- Email Marketing
- Display Marketing
- Social media advertising and management - Facebook, Twitter, Linked-in and Xing
- Translation work
- CRM system updates and administration
- B2B and consumer marketing
- Monitoring of all online marketing activities
- Research and monitoring of competitors
- Research on potential partners
- Reviewing and developing POS's
- Creative writing
- Customer service and assisting the customer
- Administration
- With current brand guidelines, change all material accordingly
- Explore possible exhibitions and conferences in France for 2018 and present findings to the organisation suggesting the best one's for them to attend.
The Ideal Student

- The company is looking for a German native student who could possibly speak French as well. It is not essential just beneficial.
- You have first-hand experience in the field of digital marketing and or in Marketing in general
- Confident at writing in a variety of styles to suits Blogs, Forums, Marketing material and Social Media.
- You have experience of helping and supporting the customer within a customer service environment
- You have an active interest in internet, marketing and e-commerce
- Ideally you are interested in social media networks
- Ideally you have an interest in technology
- You have an independent work style, are highly motivated and creative
- You are a proficient user of MS Excel
- Your written and spoken English is excellent
- Photoshop experience desirable but not essential

Interested candidates contact to: ispo@emc-dnl.co.uk or register in our website www.ispo.co.uk