TT - Digital Marketing - German and English

Placement: TT - Digital Marketing - German and English
Placement Location: Nottinghamshire
Application Deadline: August 2018

Vacancy Description
Start date: Up to September 2018
Duration: 6 months, shorter or longer by agreement

The Host Company
The host company is a fast moving and internationally focused accountancy and tax advisory firm in Nottingham (the Robin Hood city!) in the middle of England. The company primarily works with German speaking and American clients providing advice and guidance on accounting and international tax matters. The firm works with businesses throughout the UK and provides the technical expertise and knowledge that you would expect from the large international firms or London based firms. The background of the senior team is ex-big 4 accountancy firms.

The Placement
An exciting vacancy has arisen for an intern student to work on a project to develop the international marketing strategy. The intern will be treated as part of the team and will be involved in the following work:

- Developing and implementing new content for the German language website
- SEO for the German language website
- Project to support the creation and development of new international markets for the company focusing on North America. To include undertaking a full marketing mix review of the American market including:
  - Market research
  - Competitor analysis
  - Developing content for a new website aimed specifically at the American market.
  - SEO for the English language website

- Developing and implementing a programme of regular digital newsletters
- Developing social media marketing strategy
- Developing PR work, including content for German trade journals
- Developing programme of Blogs

The ideal student

- Native German speaker
- A good understanding of international marketing
- Experience with Wordpress an advantage
- Good computer skills
- Excellent English skills
- Ability to work independently and take the initiative
- Good team worker
- Willingness to learn
- Good accuracy and attention to detail
- Full Driving Licence an advantage

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