



# ESPA

## Business Development Placement\_ German\_French Speakers (FCBDG0408)

[Apply here\]](#)

### Start date

November 2021

### Duration

6 months

### Languages

**Fluent in German and/or French**

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

### Location

Derry, Northern Ireland

Once listed as one of the Lonely Planet's top ten world cities, historic Derry is Northern Ireland's second largest city. Known as Ireland's Historic Walled City this popular tourist attraction emerges in a new era as an increasingly modern and lively base for students and businesses.

### 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 fantastic opportunity for an enthusiastic, results-focused individual, to gain practical experience with this ambitious company that develops software solutions used across the food industry. Mentored throughout, you will support the business development and marketing team to research, identify and develop leads, across Europe, using lead generation and mapping software. The host company is process driven, to ensure the highest possible standards are achieved. For the selected candidate this will be a challenging and rewarding role, both personally and professionally, within this thriving and dynamic team environment.

## Tasks

- Research prospective accounts in targeted markets, for example retailers, food manufacturers.
- Research and analyse existing infrastructure and supply chain to identify new opportunities
- Research products for demonstration to new customers
- Research in house and competitor's software solutions to gain full understanding
- Evaluate findings and report to the directors and International Business Manager
- Work with the marketing team to assist in their research in the developing European market
- Evaluate and report on market activity on a regular basis

## Desired Skills

- Working towards a degree in business, marketing, market research or similar
- Excellent communication skills, confident and proactive.
- Commercially aware with desire to work in a busy and diverse environment
- IT literate with strong time management and organizational skills
- Project management skills
- Ability and flexibility to travel and work outside regular working hours
- Knowledge or awareness of marketing campaigns, SEO, CRM

## Good to have

- Experience in market research or projects in the food industry

## The Host Company

The host is a cloud based, software platform, that helps retailers and food companies across the world manage their supply chain, quality control and trading and planning management. They provide tools that help customers manage their processes in a fast and efficient way, provide real-time visibility and the ability to report on their business activity.

They have created a great working environment to ensure the team enjoys coming into the office every day, works together and solves problems for their customers. Whether in the middle of a fast and intense development sprint, on a video call discussing project statuses or enjoying a game of ping-pong or pool in the office, it is important to them that their team is happy and delivering the best possible result for our customers.

If you are driven, with a passion for developing simple software solutions, creating great user experiences, designing scalable solutions for real business challenges and ensuring customer happiness then this is the research host for you!