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Start date

March 2022

Duration

6 months

Languages

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

Location

Brighton,

Brighton is a seaside city on the southern coast of England, renowned for its vibrancy, colourfulness and creativity. Getting around is simple as it is a compact city and easy to explore on foot or public transport. Home to the Brighton Pier, the Royal Pavilion, the quirky Lanes and the brand-new British Airways i360 the city also boasts plenty of cultural delights, big name shops and hundreds of independent boutiques. There are fabulous restaurants, cosy pubs and hip bars catering for all tastes.

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 a dynamic individual to gain an all-round marketing experience within this innovative, globally reaching, host. Mentored throughout, you will support the marketing manager in delivering agreed marketing and advertising activities to target new market opportunities and improve customer satisfaction. You will use both traditional and digital marketing strategies, along with opportunities in the press and radio, to promote their products. You will also work collaboratively with the sales and senior management teams, and internal and external creative agencies to design marketing materials, as well as organise and possibly attend events such as conferences, seminars, receptions and exhibitions. A great addition to your CV and future career prospects!

Tasks

- Produce creative content, for the website, videos, and blog posts
- Initiate and take responsibility for social media channels to enhance audience engagement
- Manage technical aspects of key marketing systems, for example CRM automations to generate, distribute, and report on leads
- Write and proof-read marketing copy, for both online and print campaigns
- Create and maintain metrics reports on marketing and sales activities, effectiveness, and business impact
- Conduct market research, for example using customer questionnaires and focus groups

Desired Skills

- Working towards a degree in marketing, or similar
- IT literate, with good knowledge of Word, Excel and PowerPoint
- Creative, with design abilities. Photoshop and WordPress skills highly desirable
- Happy to participate and contribute ideas
- All-rounder, flexible in relation to type of work assigned.

The Host Company

The host designs and manufactures affordable, high-density air quality monitoring networks. They use cutting-edge sensor technology to deliver real-time, accurate, environmental data that is reliable and flexible enough to serve as real-world customer use cases. As a result of a working collaboration between ultra-low noise specialists, electrochemical sensor experts, and environmental scientists, they are developing products that are optimised for applications such as, ambient air quality environmental health, smart city, indoor air quality and odour monitoring. Their business model is to develop engineering solutions which can be easily validated by their customers and integrated into their own systems. They consider this is best achieved with open relationships and open-source technology and this has led to many fruitful partnerships and enabled membership in networks of like-minded organisations.