



[Apply here](#)

## Start date

May 2024

## Duration

6 – 12 months

## Languages

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

## Location

[Birmingham, England](#)

At the heart of the country Birmingham is a city with a rich and diverse culture where you can explore the historic waterways and industry, experience unique festivals, amazing attractions, shopping, delicious eating, and lively nightlife. This bustling city has something for everyone!

## 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 Digital Marketing student to express their creative flair and gain invaluable experience in this innovative start-up company. Mentored throughout you will assist in all aspects of digital marketing including social media, marketing campaigns, customer experience and finding potential new clients for their education feedback platform. This product has the potential to be a real game changer in education, so you will be a key player in their future success, making this a great addition to your CV and future career prospects.

## Tasks

- Manage real-time social media comments and engagements, helping to build communities and deliver a real time, personalised experience to customers
- Compose social media posts and blog posts
- Create digital adverts for use in marketing campaigns
- Possibly create video adverts for use in marketing campaigns
- Perform LinkedIn searches using Sales Navigator to find and connect with potential customers.
- Work closely with the wider team to deliver personal and on brand experience to customers
- Highlight areas within the customer experience that would benefit from automation or investment to better customers experience and offer solutions and ideas for consideration

## Desired Skills

- Working towards a marketing degree or similar
- Good verbal and written communication skills
- Customer service or sales experience a bonus
- Video editing experience is a bonus
- Confident with social media marketing
- Passion for education technology

## The Host Company

The host company is an up and coming start up with an innovative offering. They have developed a software platform that learns the way educators give feedback, so they never have to grade the same answer twice. This approach has been shown to reduce grading times by 74% and increase feedback given by 7.2 times. Their ambition is to revolutionise the way feedback is given in education around the world, ensuring feedback for all and saving thousands of administrative hours for teachers and lecturers.