



Apply here

Start date

Flexible

Duration

6 months

Languages

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

Location

Gloucester, England

The historic city of Gloucester is a fascinating and diverse place to explore, from cobbled streets and independent shops to green spaces, designer shopping and unbelievable historic architecture. Hosting a premiership rugby team and a great nightlife, this buzzing city has something to suit 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 an exciting role for a keen marketing student to gain valuable practical experience within this established construction company. Mentored throughout you will assist with marketing and branding of the Homes division, which constructs high quality homes in the region. For the selected candidate, this placement will give a great all-round experience in this key field and make a great addition to the CV.

Tasks

- Marketing plans – assisting putting plans together and implementing plans to sell a specified number of homes each month
- All aspects of digital marketing including social media and mail campaigns, website updating, analytics and improving traffic. Assist with designing and launching an intranet
- Marketing materials – assist with the production of marketing brochures, lifestyle magazine, fact sheets as required ensuring the brand values are adhered to
- Assist with all aspects of branding including: brand awareness, customer experience.
- Developing a strategy to give a 5-star customer experience
- Developing and implementing branding strategies for all levels of the business.

Desired Skills

- Studying for a degree in marketing or business-related course
- IT literate, good knowledge of word, excel, power point, Microsoft 365
- Enthusiastic and self-motivated individual with a passion to excel
- Ability to work on own and as part of a team
- Proactive and able to take initiative
- Excellent written and spoken English
- Excellent communication skills

The Host Company

This host is a second-generation family construction business with a heritage of over 50 years having divisions in development (new homes and retirement villages), contracting, plant hire, farming, and leisure. The business' mission is Building for a Better Future, offering quality homes that are different from the mass housebuilder. With strong core values including integrity and customer focus, this expanding company is looking to build on its successes and reputation.