

CV - E-Marketer (German & French)

Vacancy Description

Start date: August / September 2018

Duration: 5- 6 months

* Host company is looking for 1 candidate - 1 German and 1 French or 1 Spanish with possibly knowledge of other languages (Spanish, Italian as an example).



The Host Company

The host company specialises in selling women's plus size clothing from sizes 14 through to 34. Their products are designed and manufactured in the UK. The host company aims to offer fabulous choice at amazing prices.

The host company is based in the West Midlands, where they have their own manufacturing factory as well as distribution centre. They have been in business since 1986. Starting out on the UK market stalls, to now selling online for the past 6 years. You can also spot their brand on the TV shopping channels. They are a family run business and pride themselves on their customer service.

The Placement

The Host Company has a continuous programme of updating its digital content as it continues to keep its online marketing at to the very best global practice. Introducing an analytical approach to building product listings, sales are rapidly increasing.

Over the period of the placement, the Host Company plans to lift its social media activity into the marketing mix with a clear objective of building brand presence by bringing tracked traffic to our web site in the major Christmas sales season.

The applicant will learn how to build winning product listings in our chosen channels, driving sales and profits - a real chance to develop new skills in ultra-competitive market places. In addition, the applicant will be familiar with the main social media channels, and in this role will have the chance to learn how these channels are monetised in the commercial environment.

The applicant will have a business background with a strong bias towards marketing and online sales. They should be familiar with the principles of Google Analytics for measuring of the effectiveness of our marketing campaigns.

Working with the E-commerce Manager, this is a very hands-on role where the applicant will have a great chance to put theory into practice and see the return on their efforts.

The Ideal Students

- Excellent spoken English, with good written proficiency
- Mother tongue in German or French. A second language (not English) advantageous.
- Flexible, energetic and keen to put ideas into practice
- Team player, working with the E-comm group in identifying projects to be undertaken
- Quick learner, open to both making and receiving suggestions on the projects

Interested candidates contact to: ispo@emc-dnl.co.uk or register in our website: <https://www.ispo.co.uk/students/21/my-account-register>