

**ESPA****Digital Marketing Internship French Speaker** (PROD1209)[Apply here](#)**Start date**

November 2023

Duration

6 months

Languages

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

Location

Frome, England

The host company is based in Westbury Wiltshire, but the successful candidate will live in Frome commute daily to work. Frome has been dubbed as one of the "Best Places to Live in Britain", being a welcoming, charming and vibrant place, with a wealth of history, culture and natural beauty. It has a vibrant arts scene and is home to theatres, cinemas, music venues, art galleries and a buzzing, monthly, independent market. A welcoming town it has a variety of eateries and pubs to suit all palates. With rail links to the nearby city of Bath you will never be short of things to do or see in this beautiful region.

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 opportunity for a witty, strategic, and enthusiastic, digital marketing student to assist in driving the "Direct to Customer" (D2C) strategy with this leading British beauty, nutrition and wellness business. Mentored throughout, you will work with multiple channels including digital advertising, social media, email marketing and affiliate marketing, to create captivating content material. You will work directly with French speaking influencers and User Generated Content (UGC) creators to produce clickable content that can be used across organic and paid media. If you are an avid user of social media, able to meet deadlines, multitask, and strike a balance between publishing content and maintaining consumer interest then this internship is your opportunity to gain practical skills, in a real business, providing a great addition to your CV and boost to your career aspirations.

Tasks

- Develop engaging content for regular scheduled posts
- Assist in translating all marketing efforts
- Create an *influencer* content calendar, to continually drive brand awareness
- Actively monitor, and proactively/actively act on emerging influencers
- Monitor and report on competitor activity
- Analyse social media campaigns and suggest areas for improvement
- Explore the value of social media sites, that aren't currently used

Personal Skills

- An energetic, positive digital marketer and micro influencer, who can produce creative and engaging content with passion
- Enthusiastic and creative thinker who brings ideas to life
- Practical experience in a wide range of social media software
- Experience of exporting, importing and managing data
- Excellent communication skills, both written and spoken
- Good analytical skills and the ability to think strategically
- Organised, hard working and results driven

The Host Company

The host company, established in 2003, is a rapidly growing beauty and nutrition business, specialising in collagen skincare, mineral cosmetics and advanced nutritional products. Now recognised as a leader in collagen and superfood technology, their range is guided by scientific research and incorporates the best ingredients available in the world. The company's skincare range appeals to those seeking natural ageing while the nutrition range places particular emphasis on sport.