Digital Marketing Internship (Spanish Market)
(BAMDMS0306)

Role
This is a fantastic opportunity for an enthusiastic Digital Marketing student to express their creative flair in this fast-growing international brand leader in the reusable nappy market. Mentored throughout, you will support the Marketing Manager in the implementation of the company's digital marketing and social media strategy in the Spanish market. Working closely with other internal teams regarding design, translations and branding you, will become the Brand Champion for your region. This is your opportunity to shine in this environmentally friendly company.

Tasks
- Help to update the company's Spanish e-Commerce website
- Update product description translations which will be sent to Spanish retailers
- Ensure consistency in product listings
- Social media management; maintain and manage existing and new social media channels, for example Facebook, Twitter, Instagram
- Champion social listening techniques for the Spanish market
- Increase online presence in the Spain by identifying new online opportunities, recruit new customers and help implement engagement strategy across all platforms (Websites, SEO, Awards, PR, Competitions)
- Maintain the blogger outreach program for the Spanish market

Desired Skills
- Studying for an International Marketing / Business degree
- Excellent English and Spanish language skills, written and spoken.
- Positive and confident telephone manner, ability to use own initiative, a creative flair and strong communication skills
- Keen interest in social media and all things digital marketing
- Outgoing, flexible and enthusiastic personality

The Host Company
The host company is an international brand leader in the cloth nappy market. They are actively persuading parents across the globe to change from using disposable to reusable, washable nappies. From a small company originally set up in the English countryside, they now sell their nappies and accessories to parents worldwide. They are now seeking dynamic, enthusiastic individuals to help them grow in key European markets.