

XB - Online marketing executive – German Native

Starting: October / November 2013

Duration: 5 / 6 months

The Host Company

The host company is a leading international ecommerce company and a real British success story. Less than 10 years after the company was launched, today it operates 16 of its own global online retail brands, sells across 11 marketplaces and has over 20 sales channels around the world with B2B relationships with some of the most successful indie and big-name retailers in the UK, Europe and beyond.

In addition to online sales, the host company supplies and manages a range of video games titles for a major UK retailer.

The Placement

The host company is looking for a student to assist in developing an online strategy and build awareness of their business through internet, social media and general marketing activities to consumers and B2B. Among other activities you will be required to work on:

- Email Marketing
- Display Marketing
- Management of print campaigns
- Translation work
- B2B and consumer marketing
- Google AdWords and SEO
- Monitoring of all online marketing activities
- Research and monitoring of competitors
- Research on potential partners
- Creative writing

The ideal student

- **Native German speaker**
- You have first-hand experience in the field of digital marketing
- **You have an active interest in internet, marketing and e-commerce as well as web techniques**
- **Ideally you are interested in social media networks**
- **Ideally you have an interest in video games and technology**
- You have an independent work style, are highly motivated and creative
- You are a proficient user of MS Excel
- Your written and spoken English is very good

To apply, register at www.ispo.co.uk