



Apply here

Start date

July 2022

Duration

6 months

Languages

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

Location

Shropshire

Surrounded by picturesque countryside views, Shropshire boasts a range of attractions from heritage sites, historic towns and museums to modern shops, bars and watersport activities; something to suit everyone's taste!

Are you eligible?

You are eligible for an ESPA internship if you are a registered student or have graduated within the past two years and have access to some form of grant funding

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 a great opportunity for a creative student passionate about hospitality tourism to gain practical experience within an established, five star hotel and spa with almost 20 years' experience in the luxury tourism sector. With full support from the team, you will be given early responsibility and the opportunity to help drive the host company's continued success through a variety of tasks. These will include both traditional and digital marketing, customer profiling and market research to help the company to develop a deeper understanding of customer wishes, whilst broadening their outreach and online presence.

Tasks

- Identify business trends
- Carry out customer profiling: researching customer needs and how they came to hear about the luxury resort
- Test a range of marketing ideas and use analytics to evaluate the results
- Work to improve search engine optimisation rankings
- Create content for both the company website and a range of social media platforms
- Help to increase content views, outreach and online revenue
- Develop, manage and track the progress of PPC campaigns
- Use a range of platforms to identify and acquire new potential customers

Desired Skills

- Working towards a degree in Hospitality and Tourism, Marketing or similar
- Great communication skills in both spoken and written English
- Good understanding of marketing techniques, particularly digital marketing
- A strong understanding of what makes good content
- Knowledge of mainstream social media channels; especially Facebook and Instagram, for business purposes
- Be motivated and highly organized with the ability to manage a diverse workload
- Great time management skills
- Be confident communicating with colleagues, management and customers when required

The Host Company

The host company is an independently owned luxury resort, offering three fantastic experiences to their guests: the hotel, a spa and an award-winning restaurant. The company ethos is to put the customer experience at the heart of everything they do, ensuring that long-lasting relationships are established. A wonderful company for a dedicated student to join and help increase awareness of the vast range of activities and events on offer. Their passion for high-end hospitality and a commitment to customer satisfaction drives their success, with the creative team constantly pushing boundaries and coming up with new ideas for the continued development of this waterside resort.