

**ESPA**

Business Operations Internship_2 Positions(ALFBO2405)

[Apply here](#)**Start date**

Flexible

Duration

6 months

Languages

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

Location

Reading, England

This increasingly important centre for business and development is a bustling mix of clubs, eateries and shops. It also offers sporting opportunities across the spectrum and has a diverse multicultural and welcoming reputation

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 a fantastic opportunity for a data enthusiast to work with this leading supplier of digital business platforms. Mentored throughout, you will provide invaluable assistance to the Marketing and Sales teams to validate and update the data within their CRM systems, Marketo and Salesforce. You will also be required to support the sales team with researching for their campaigns and other marketing duties. For the selected candidate this will be a good all-round experience in this exciting, expanding company.

Tasks

- Manage the two generic email inbox and forward relevant emails to appropriate Sales Development Rep or Privacy team
- Review data in Salesforce for completeness and accuracy
- Identify duplicates and correct/merge as required
- Work with business stakeholders to correct missing, incomplete or inaccurate data on key fields
- Utilize search engines and prospecting tools to identify missing information
- Utilize features and functionality included within Salesforce to keep data up to date
- Identify processes and procedures to maintain data quality going forward
- Prepare and upload list in the marketing automation platform

Reporting Activities

- Manage the weekly metrics report including email metrics
- Manage New Names and Account Maturity weekly report
- Build reports in [salesforce.com](https://www.salesforce.com)

Field Marketing and Global Marketing Support Activities

- Help build Landing Pages
- Ensure Marketing Campaigns have the correct cost centre and budgeted cost

Sales Support Activities

- Research prospects profiles to identify relevant information to personalize emails

Personal Skills

- Studying for a Business or Marketing degree or similar
- Interested in Data and how it applies to marketing
- Working knowledge of Excel, know key functions such as VLOOKUP
- CRM knowledge a bonus

The Host Company

This highly successful host company specializes in providing Digital Business platforms to organisations throughout the world. They connect people, content and processes, enabling seamless efficiency, decision making and productivity. This cloud-based product has experienced explosive growth and the company is now doubling their investment to take the business to the next level. There are plenty of opportunities to impress and be part of their success story. ESPA has placed many successful placements with this host.