



MARKETING & RESEARCH INTERNSHIP REF. No. 1069

About us

We are the Secretariat to a leading, global network of independent accounting and consulting firms.

Number of employees

12

Tasks

- Research
 - Competitor research
 - Research related to specific projects and initiatives to help collate best practice examples
- Brand
 - Develop documents in the brand style
 - Review material to ensure that they are in the brand style
 - Ordering branded promotional items
- Website
 - Make any required updates to the website and the Members area (intranet)
 - Audit of the Marketing and Events section within the Members area and make revisions where required
- Business Development
 - Assist in the development of case studies
 - Pre-populating the Firm fact sheets for priority member firms
 - Assist in the delivery of online learning webinars
- Other tasks
 - Administrative related tasks
 - Assist with the PPT presentations for conferences
 - Assist the marketing team and other members of the secretariat when required.

Skills needed



- Good level of English
- Competent in Microsoft Office applications - in particular Word, PowerPoint and Excel
- Be flexible, adaptable and enjoy working in a team environment
- Be able to communicate effectively
- Good organisation skills and the ability to work on a number of projects simultaneously

Skills to be acquired

- Design - learn how to use graphic design tools to edit photos and create brochures, banners etc. This will help to develop technical and creative skills.
- Website maintenance and development - this will involve working on the design and imagery for the external site and uploading communications, creating new users and uploading promotional material on the intranet site.
- Digital marketing - learn about SEO, social media management tools and software, analytical web tools etc.
- Communications - work with social media platforms and learn how to transmit messages, promote material and interact with different audiences.
- Research - conducting best practice research to develop solutions and support key projects
- Brand - creation of templates for presentations, publications etc. to ensure compliance with the brand
- Networking - learn how to work with managers, clients and CEOs.

Duration of the internship

Minimum of three months, maximum of six months

Office languages

English, other language is an advantage

Location

London

Financial support

£20 per day to assist with lunch and travel.

PRAKTIKUM IN LONDON



Office hours

Monday- Thursday 10 am - 5 pm, Friday 10 am - 4 pm, 1 hour lunch break