



DIGITAL MARKETING INTERNSHIP

REF. No. 879

About us

Based in central London, we are one of the UK's premier online dating sites. Founded in 2004, we have been successfully matching couples online for over ten years.

Number of employees

10 (some external)

Tasks

- **search engine optimisation (SEO):** developing strategies to increase number of visitors to a website by getting high-ranking placements in search results.
- **pay per click (PPC) campaigns:** sponsored online advertising paid for by the business to appear alongside non-paid search results.
- **analytics, data analysis & reporting:** analysing data to produce weekly reports
- **affiliate marketing:** where a business allows other businesses (affiliates) to sell products on their website. The affiliate is paid commission for each customer brought to the website by their own marketing strategies.
- **social media marketing:** developing a distinct online presence by attracting high numbers of internet followers through social media channels such as Facebook, Twitter, YouTube and Instagram.
- **mobile marketing:** includes app-based, in-game, location-based and SMS marketing.

Skills needed

- Be educated to degree level.
- Posses a strong desire to learn cutting edge digital marketing techniques.
- Any prior marketing experience would be a big plus, especially with SEO, PPC or Google Analytics.
- The attitude of the candidate is the most important quality. We are looking for someone who is enthusiastic, energetic and takes initiative. We are looking for a fast learner with great drive and energy.

Skills to be acquired

- If they do not already possess a knowledge of SEO, PPC and Analytics, they will gain those skills on the job

Duration of the internship

PRAKTIKUM IN LONDON



3 months

Office languages

English

Location

Near Tottenham Court Road Station (also near Oxford Circus)

Financial support

£1,100/month

Office hours

Monday-Friday 9:30am-5pm, 1 hour lunch break