

Internship Opportunity:

Spanish Sales & Marketing Assistant



Internship Opportunity

- ❖ Purpose of Intern roles
 - To gain work experience in a British working environment (Central London)
 - To learn new skills linked to career, coursework or other educational activities
 - To improve Business English skills (spoken and written)
- ❖ Answer English commitment
 - To seek to structure work to achieve the specific objectives of the intern and provide feedback on performance
 - To identify projects that will complement other educational or career activities (requires detailed input from Intern)
 - To provide personal Coaching to the Intern (half day per month) to enhance projects, coursework, work experience and future career (requires detailed input from Intern)
- ❖ Global Language Learning Market:
 - Each year, over a million 'English as a Foreign Language' (EFL) students study abroad.
 - The number of bookings taken through the Internet is rising
 - Learning a language in a foreign country is now open to a wider audience
- ❖ Answer English's aim is to be the leading expert in learning English in the markets in which it competes.
 - Answer English's approach to Language Learning combines the power of the internet to source Students in their home country and find the best course for each student, based on:
 - matching the needs of our students to the programme
 - the quality of the teaching and learning experience
 - being good value for money
- ❖ Who is Answer English?
 - Founded in 2006, by James Herbertson (30) it is a young family company, based in a comfortable working environment
 - It is a growing company, so this will not be a monotonous 'routine' internship. There is an expectation of a real contribution in an energetic environment

Responsibilities

- ❖ Internet Sales & Marketing
 - The purpose of this role is to assist the Spanish Online Marketing Manager establish answerenglish.es as the leading internet site for English Language students in Spain, measured by traffic and relevance
 - There is a constant need to develop Marketing programs that attract quality enquiries. These must then be contacted and converted into Clients
 - Creating promotional calendar to attract enquiries (eg monthly programs)

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- Answering enquiries from potential Students by e-mail and telephone (eg to advise on specific courses)
- Sales follow-up to enquiries (eg to book courses)
- Translating Answer English Website from English to Spanish
- Writing Posts for Blog (to practise written English & Spanish skills)
- Market Research (eg new market opportunities)
- Management and Mining of Databases
- Outputs:
 - Internet leads generated; Conversion of leads to Clients; Projects delivered to specification, budget and time

Skill & Experience Requirements for successful Candidates

- ❖ Skills
 - Marketing & Sales
 - Communication – Service oriented, with good telephone manner
 - Technology – Keyboard skills; MS Windows, Explorer and Office 2003
 - Languages - Upper-Intermediate/Advanced English and Spanish mother tongue
- ❖ Activity
 - Achieve deadlines, delivering quality work
 - Prioritise work being responsive to changing requirements
 - Energy and determination to sustain high volume, multi-task workload
- ❖ Attitude
 - Attention to detail; can work on own initiative within agreed boundaries; ability to follow instructions; Team player
- ❖ Previous experience
 - University Educated with work experience in service company

Answer English Terms

You are expected to work 40 hours per week. The Office Hours are 09:00 – 17:30 (Monday – Friday), with half an hour taken for lunch. This is an unpaid role. The minimum term is 2 months.

We will pay for your Monthly Travelcard for Zone 1 and 2. (Please bring a receipt and we will reimburse you accordingly)

On Fridays Answer English pays for lunch for the whole team and we eat together

To apply please e-mail your CV and covering letter to James Herbertson:
james@answerenglish.com