

## Professionals UK – Virtual Internship Opportunities – Autumn 2022

### 1. Marketing Internship – Medical Jewellery Company selling across the World

**Why you should go for it: Learn how to use some of the market leading platforms for international e-commerce including: Shopify, Amazon (UK and Europe), Etsy and eBay, with the support of a highly experienced manager.**



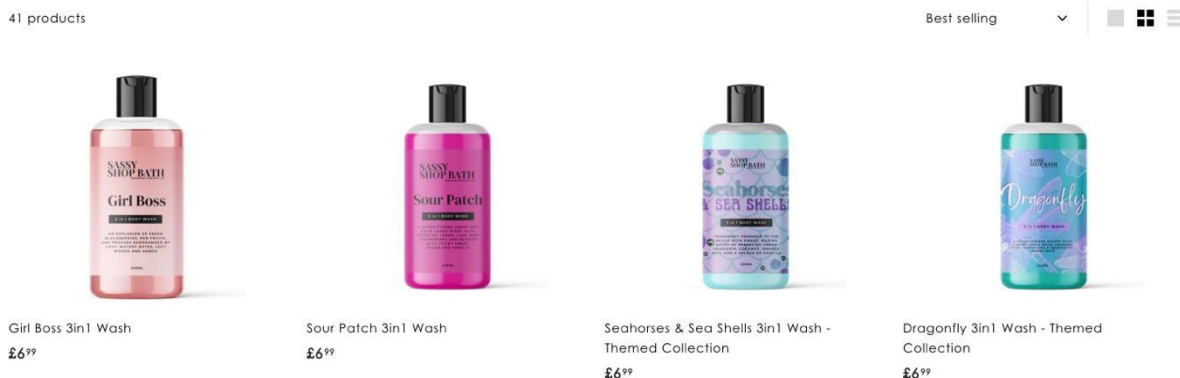
<b>Company</b>	This exciting jewellery company is on a mission to protect young people by making medical bracelets cool again. The right medical or ID bracelet, is the one that people actually will wear. So out go the dinner plate sized medical tags, the formal wording and the bright red engraving. Our ID bracelets are casual and discrete. They let the wearers describe their medical condition in words they feel comfortable with, or provide a phone number for their family. The company also sells a range of personalised jewellery and stencils, which make beautiful gifts.
<b>Sectors</b>	Marketing Jewellery
<b>Opportunity – brief description</b>	This is a great opportunity to get involved in marketing and product research for a small business with worldwide sales. You will help shape the product range for the future and learn how to create social media posts for this growing business.
<b>Manager short description</b>	Your manager will be the founder of the company. She has over 10 years experience in the medical jewellery industry, and over 25 years experience as a marketer. She regularly works with young people to support placements and work experience, and provides practical experience in marketing on online selling using leading online sales channels such as Amazon, eBay, Etsy and Shopify. These skills are transferable across a wide range of industries and are invaluable for your future career.
<b>Tasks</b>	<ul style="list-style-type: none"> <li>● <b>Product Research</b> <ul style="list-style-type: none"> <li>○ Training will be provided on what makes a good stencil product for the business, and how to research the market.</li> <li>○ The intern will do online research in specific product areas, and will make recommendations on what types of products to launch.</li> </ul> </li> <li>● <b>Competitor Research</b></li> </ul>

	<ul style="list-style-type: none"> <li>o Training will be provided on how to analyse medical jewellery competitors</li> <li>o The intern will do online research on specific companies, and provide a summary report to the business. <ul style="list-style-type: none"> <li>▪ New products launched</li> <li>▪ What products are selling well</li> <li>▪ What questions are their customers asking</li> <li>▪ Do they have an FAQ? What is in it?</li> </ul> </li> <li>● <b>Market research</b> <ul style="list-style-type: none"> <li>o Training will be provided on how to use Facebook groups, blogs and Instagram hashtags to research sayings and quotes that are relevant for particular medical conditions.</li> <li>o The intern will provide a summary report to the business</li> </ul> </li> <li>● <b>Social media marketing</b> <ul style="list-style-type: none"> <li>o Training will be given on how to use Canva</li> <li>o The intern will create visually appealing graphics for Instagram on the following themes: <ul style="list-style-type: none"> <li>▪ Positive testimonials from clients</li> <li>▪ Inspirational quotes and sayings on medical condition themes.</li> </ul> </li> </ul> </li> </ul> <p>Exact tasks will be tailored to the intern’s abilities and interests.</p> <p>The learning outcomes for the intern will be closely monitored, and feedback will be given to improve results. Additional support or training will be given in whatever areas are needed.</p>
<b>Skills required</b>	<ul style="list-style-type: none"> <li>● Competent IT skills</li> <li>● Good English Skills (High B2 +)</li> <li>● Be confident in writing (emails, social media, etc)</li> <li>● Have knowledge of and use of Facebook and Instagram</li> <li>● Have an interest and passion for marketing and digital media</li> </ul>
<b>Start date</b>	All year around
<b>Duration – minimum</b>	Flexible – enough to cover the 150 hour placement Minimum duration: 2 months
<b>Hours</b>	The hours are flexible, and can be done to fit your schedule. If done over 2 months, this would be approx. 20 hours per week. If done over a longer time frame, it would be between 5 to 20 hours per week.
<b>Communication</b>	Catch up meeting once or twice a week using WhatsApp or Facebook Messenger call. Daily questions using Email.
<b>Opportunities to use English skills</b>	<ul style="list-style-type: none"> <li>● Comprehension through product &amp; competitor research on English speaking websites</li> <li>● Comprehension through research on social media pages</li> <li>● Writing emails</li> <li>● Designing social media updates using Canva</li> <li>● Spoken communication during weekly catch up meetings</li> </ul>

<b>Preferred contact methods</b>	<ul style="list-style-type: none"> <li>● Email</li> <li>● Calls via WhatsApp or Facebook Messenger</li> </ul>
<b>Skills developed</b>	<p>Experience of a range of tools including:</p> <ul style="list-style-type: none"> <li>● Social media for business: Facebook, Instagram, and Twitter</li> <li>● Canva</li> <li>● Online research</li> </ul> <p>Soft skills including:</p> <ul style="list-style-type: none"> <li>● Time management</li> <li>● Writing for social media</li> <li>● Presenting your research findings</li> <li>● Writing business emails</li> </ul>
<b>Provided on successful completion of internship</b>	<ul style="list-style-type: none"> <li>● Reference letter on Company Headed paper</li> <li>● LinkedIn Recommendation</li> <li>● Certificate (Professionals UK)</li> </ul>

## 2. Virtual Internship – Digital Marketing Role with Fragrance Company

**Why you should go for it: gain practical, hands-on digital marketing skills with a social media savvy manager who is making a splash on Instagram and TikTok.**



<b>Location:</b>	Bristol and Online
<b>Company short Description:</b>	<p>This fragrance company is levelling up the home fragrance market injecting colour, creativity and a whole lot of sparkle.</p> <p>Our products are made by hand in the UK using unique and exclusive fragrances and biodegradable glitter. We are on a mission to connect people and memories through a love of fragrance and place our community and service at the heart of everything we do.</p> <p>The company is very active and successful on social media platforms with over 87.5K followers on Instagram, and 7.5K followers and 47.2K likes on TikTok.</p> <p>The products have also been featured on the Daily Mail and Fab magazine, and are stocked by high quality online beauty retailers.</p>
<b>Manager Name:</b>	This is an opportunity to work with an energetic, highly entrepreneurial, social media savvy business owner who has a strong business background having been a recruitment consultant specialising in technology and engineering.
<b>Manager Job Title:</b>	Sales and Marketing Director
<b>Internship Sector:</b>	Digital Marketing
<b>Internship Tasks:</b>	<ol style="list-style-type: none"> <li>1. Update content on the e-commerce website using Shopify (full training provided)</li> <li>2. Assist with e-commerce management with our marketplace platforms using Mirakl (full training provided)</li> <li>3. Review competitor social media strategies (template and training provided)</li> <li>4. Create video content for social media platforms (if not remote)</li> <li>5. Influencer database management</li> <li>6. Influencer outreach</li> <li>7. Research content for blog posts</li> <li>8. Write blog posts</li> <li>9. Research SEO</li> </ol>

	<b>10. Other tasks as required</b>
<b>Desired Skills:</b>	<ol style="list-style-type: none"> <li>1. IT confident and literate</li> <li>2. Enjoys learning new skills and has a can-do attitude to learning to use new tools and platforms</li> <li>3. Wants to learn about digital marketing / e-commerce</li> <li>4. Intermediate and above English – B2</li> <li>5. Good attention to detail</li> </ol>
<b>Internship Hours:</b>	<ol style="list-style-type: none"> <li>1. Office hours 8.30am to 4.30pm UK time but flexibility for remote working</li> <li>2. 10 to 20 hours per week</li> <li>3. Exact hours to be agreed</li> </ol>
<b>Minimum Duration:</b>	<ol style="list-style-type: none"> <li>1. 150 hours</li> </ol>

## 2. Virtual Internship – Private Celebrity Chef! – Digital Marketing

**Why you should go for it: Get involved with the social media of a high-profile celebrity chef with experience of working with clients such as The BBC, Honda, Adidas, as well as the Queen!**



<b>Location:</b>	London
<b>Company short Description:</b>	<p>This passionate and highly experienced Private Chef works with celebrities and high-end clients including: The BBC, Honda, adidas, Sony, L-Oriel, and GlaxoSmithKline.</p> <p>She has even cooked for the Queen at Buckingham Palace!</p> <p>She provides high quality events, private catering, one-on-one consultations, and education via the cookery school. She has taught the art of sushi making to 50,000 people including children’s parties and classes and adult classes. She also teaches high level executives how to include healthier eating habits into their busy corporate lives.</p> <p>She has authored 2 cookbooks that have been published in 17 languages, and has been interviewed by the BBC and Channel 4 TV. Books 3,4 and 5 are coming soon. She also won the prestigious Gourmand World Cookbook Award in 2013 for best Asian cookbook.</p> <p>The business is at an exciting stage of expansion with plant to create an online shop specialising in Asian kitchen equipment, as well as supporting people with disabilities to gain employment.</p>
<b>Manager Description:</b>	The Owner Manager is a Japanese-born restaurateur and educator who specializes in sushi, and now lives in London. She began her journey when she started studying authentic Japanese food for parties. Demand for her sushi

	spread, and in 2007 she took on a sashimi takeaway counter at Selfridges Department Store.
<b>Manager Job Title:</b>	Company Owner
<b>Internship Sector:</b>	Digital Marketing
<b>Internship Tasks:</b>	<ol style="list-style-type: none"> <li>1. Assist with weekly posts on social media (Facebook, Instagram, with plans for TikTok in future.)</li> <li>2. Review competitor social media strategies (Weekly meeting discussion)</li> <li>3. Create content for social media platforms - 4 posts a week using royalty free images, Canva and bespoke photography</li> <li>4. Post content for social media platforms (including advanced schedules)</li> <li>5. Research content for Asian food industry</li> <li>6. Social interactions with customers online</li> <li>7. Provide feedback from social media</li> <li>8. Other tasks as required</li> </ol>
<b>Desired Skills:</b>	<ol style="list-style-type: none"> <li>1. IT confident and literate</li> <li>2. Enjoys learning new skills and has a proactive, can-do attitude to learning to use new tools and platforms</li> <li>3. Knows about Asian cultures</li> <li>4. Wants to learn about digital marketing</li> <li>5. Intermediate and above English – B2</li> <li>6. Good attention to detail and takes direction well</li> </ol>
<b>Internship Hours:</b>	<ol style="list-style-type: none"> <li>1. Flexible working hours.</li> <li>2. 10 to 20 hours per week</li> <li>3. Exact hours to be agreed</li> </ol>
<b>Minimum Duration:</b>	150 hours

## 4. Online marketing for UK Tourism and International Student Company

**Why you should go for it: gain international digital marketing experience, learning from a management team who have worked with Unilever, General Electric Company, 3m and the NHS.**



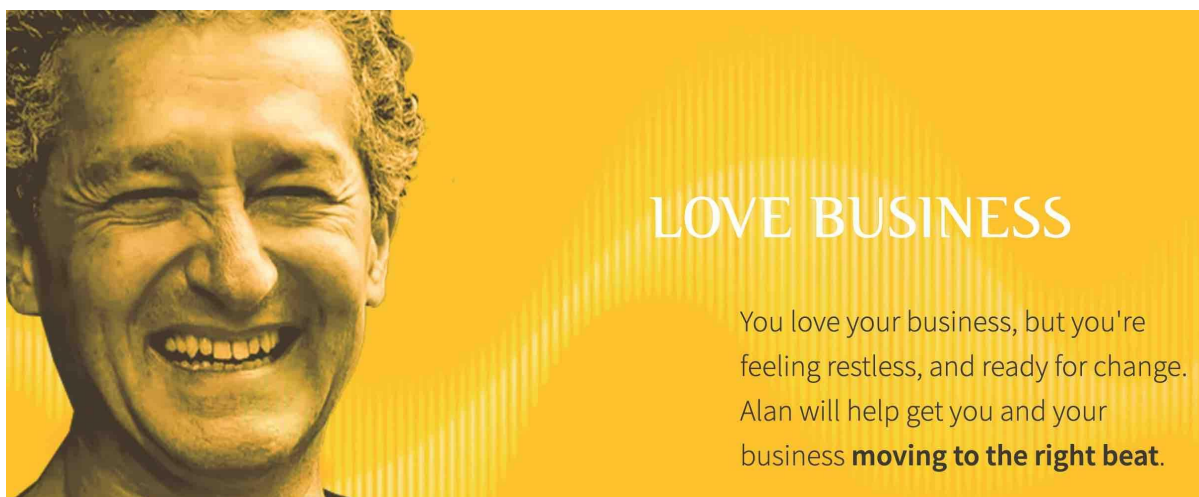
<b>Sectors</b>	<ul style="list-style-type: none"> <li>• Tourism</li> <li>• Education and student agents</li> </ul>
<b>Opportunity</b>	<p>An opportunity to develop the company's tourism for international students in the UK and Ireland within a super supportive organisation. The management team bring a huge wealth of experience having worked at: Unilever Plc, General Electric Company, BAe, 3m, Russell Group Universities and the NHS.</p>
<b>Manager short description</b>	<p>Your manager has had successful careers in financial services and IT and has been teaching international students since 2010 for many business subjects as well as academic study skills. He combines this with his own studies and two years ago set up the company with two other highly experience teachers to provide a better service to international students studying in the UK and Ireland. He is a Chartered IT Professional and Member of the Institute of Leadership &amp; Management.</p>
<b>Tasks</b>	<p><b>Tasks include assisting with:</b></p> <ul style="list-style-type: none"> <li>• <b>Development of WordPress website</b> This is a new website under development so there is the opportunity to shape the design of the website to appeal to international students in the UK. This may mean coming up with design ideas as well as selecting destinations and attractions and placing content (in English) on the website for which training will be given.</li> <li>• <b>Liaison with partners and staff</b> There will be the opportunity to practice English skills when liaising with business partners via email and Zoom calls as well as with staff including the CEO and web intern. This would be regarding aspects of the website for a technical design purpose and, in the case of the CEO, discussion about the</li> </ul>

	<p>website content. This will provide a good opportunity to develop language skills in technical and business English. There will be the opportunity to contact trade travel partners to develop business relationships and help to promote their destination/attraction. Develop partner contact database.</p> <ul style="list-style-type: none"> <li>● <b>Social media marketing</b> The intern will help develop the Instagram account to promote tourism destinations and attractions to potential students coming to the UK. This will involve the selection of images, writing appropriate descriptions and selection of hashtags</li> <li>● <b>Gathering market information</b> The intern will be expected to carry out research on the market by surveys for students, analysing and reporting back conclusions. Contact with student organisations such as Student Union clubs and societies in order to gather data or promoting UK tourism to the international student market</li> <li>● <b>Attendance at trade travel events</b> Where appropriate and if the intern is available, they will attend events to meet with trade travel partners for destinations and attractions. If the event is face-to-face then the company may pay reasonable travel and subsistence costs. Overnight stays will not generally be applicable to the intern's role</li> </ul> <p>Exact tasks will be tailored to the intern's abilities and interests (where possible) and the learning outcomes for the intern will be closely monitored with realistic deadlines set and to be adhered to. After the initial period their performance will be monitored with regular meetings each week. Additional support will be given where required to boost confidence and knowledge in whatever areas are needed.</p>
<b>Skills required</b>	<ul style="list-style-type: none"> <li>● Competent IT skills and knowledge of main Office 365 programs</li> <li>● Good English Skills (High B2 +)</li> <li>● Be confident in writing</li> <li>● Have some knowledge of UK tourism (from personal experience)</li> <li>● A creative eye for website design and purpose</li> <li>● Have an interest and passion for tourism in the UK</li> </ul>
<b>Start date</b>	Immediate
<b>Duration</b>	3 months minimum
<b>Hours</b>	Part time: 5 to 15 hours per week (with possible additional hours at start to become familiar with systems)
<b>Communication</b>	Regular communication by email with at least 1 meeting per week via Zoom
<b>Opportunities to active English skills</b>	<ul style="list-style-type: none"> <li>● Writing in Business and Tourism English (emails)</li> <li>● Spoken communication during weekly meetings and at events</li> <li>● Comprehension skills through online research and reading and taking part in courses (as applicable)</li> </ul>

	<ul style="list-style-type: none"> <li>● Critical and logical thinking skills as need to be applied to website design and development</li> </ul>
<b>Preferred contact methods</b>	<ul style="list-style-type: none"> <li>● Zoom</li> <li>● Email (a company email address will be provided for all business communication)</li> <li>● WhatsApp</li> <li>● Any other methods that may be deemed appropriate</li> </ul>
<b>Skills developed</b>	<p>Experience of a range of tools including:</p> <ul style="list-style-type: none"> <li>● WordPress and Elementor website skills in relation to posting content</li> <li>● Knowledge of UK tourism partner organisation operation and interaction</li> <li>● Analytical skills in relation to marketing information gathered</li> <li>● Communication skills from dealing with student organisations and tourism partners</li> <li>● Business awareness in developing opportunities to promote tourism in the UK</li> <li>● Resource websites for sourcing photos and imagery</li> <li>● Google Drive</li> </ul> <p>Soft skills including:</p> <ul style="list-style-type: none"> <li>● Time management</li> <li>● Business communication skills</li> <li>● Writing business emails</li> </ul>
<b>Added benefits</b>	<ul style="list-style-type: none"> <li>● Discounted courses available for improving English</li> <li>● Opportunities to meet with trade partner organisations</li> <li>● company payment for certificates for online learning courses (e.g. FutureLearn)</li> <li>● Internal CPD courses provided by company Directors for business and English</li> </ul>
<b>Provided on successful completion of internship</b>	<ul style="list-style-type: none"> <li>● Reference letter on Company Headed paper</li> <li>● LinkedIn Recommendation</li> <li>● Certificate (Professionals UK)</li> </ul>

## 5. Virtual Internship - Online Marketing for Business Coaching & Consultancy

**Why you should go for it: gain experience of new business development and marketing in a business consultancy that puts heart at it's centre.**



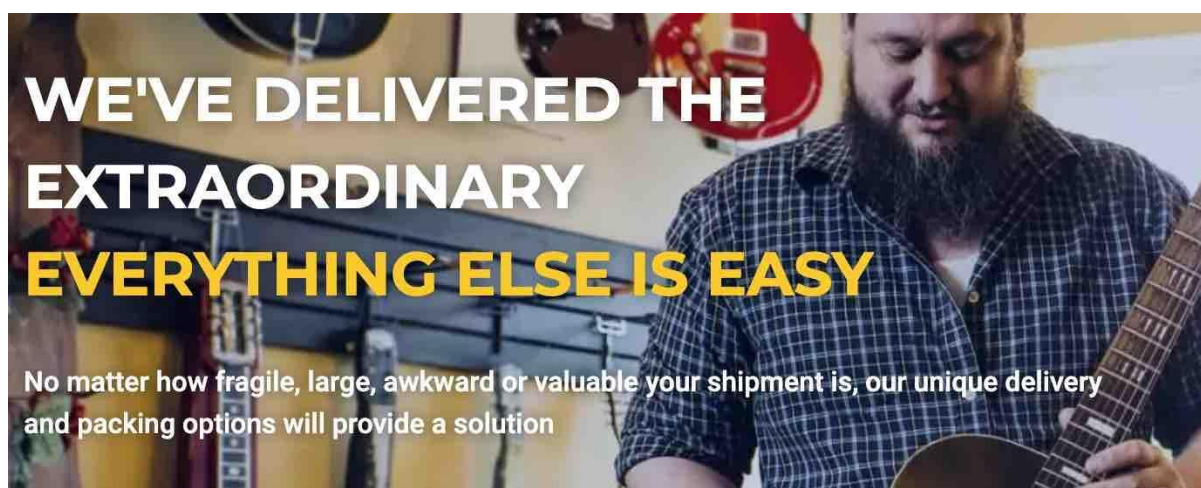
<b>Sectors</b>	Business coaching & consulting
<b>Opportunity</b>	<p>This business consultancy is headed up by a founder with several generations of business ownership in his family. He has grown and sold global large scale companies in the music industry and was awarded a Queens Award in recognition of his achievements.</p> <p>This is a great opportunity to practice your written English skills and gain active, hands-on experience of using a wide range of tools regularly used by businesses for their online marketing, including social media, digital marketing and online content creation.</p>
<b>Manager short description</b>	You will be working alongside an experienced marketer and business to business relationship expert. She is committed to providing interns with practical experience in marketing including writing, digital marketing, social media and event support.
<b>Tasks</b>	<ul style="list-style-type: none"> <li>● <b>Content creation</b> Support marketing with content creation for digital media, such as the website (in creation), and social media channels. Training will be provided.</li> <li>● <b>Social Media</b> There will be an opportunity to create content and posts for our main social media channels: twitter, LinkedIn and Instagram. Plus engagement &amp; connecting people through LinkedIn.</li> <li>● <b>Email marketing</b></li> </ul> <p>A new campaign is being developed and there will be an opportunity to support this and help take this forward with marketing. Use of Mailchimp</p>

	<p>- email marketing software, including assisting with sending out monthly email newsletter, invites and reviewing reporting will also be required.</p> <ul style="list-style-type: none"> <li>● <b>Radio &amp; podcast marketing</b> Assist with support in promoting the show on social media and designing marketing materials for the show will also be part of the role.</li> <li>● <b>Marketing research</b> Researching content / speakers and more for the podcast and radio show.</li> </ul> <p>Exact tasks will be tailored to the intern's abilities and interests.</p> <p>The learning outcomes for the intern will be closely monitored. After initial training and on the platforms used I would monitor their performance each week and give additional support where required to boost confidence and knowledge in whatever areas are needed.</p>
<b>Skills required</b>	<ul style="list-style-type: none"> <li>● Competent IT skills</li> <li>● Good English Skills (High B2 +)</li> <li>● Be confident in writing</li> <li>● Have knowledge of and use of LinkedIn and social media</li> <li>● Have an interest and passion for marketing and digital media</li> <li>● Some design skills would be useful</li> </ul>
<b>Start date</b>	ASAP
<b>Duration – minimum</b>	2 months minimum recommended
<b>Hours</b>	Part time
<b>Communication</b>	Catch up meeting once a week using zoom Daily availability to answer questions using Slack and Email
<b>Opportunities to active English skills</b>	<ul style="list-style-type: none"> <li>● Writing in English for the website</li> <li>● Writing emails</li> <li>● Spoken communication during weekly catch up meetings</li> <li>● Comprehension skills through online research and reading</li> </ul>
<b>Preferred contact methods</b>	<ul style="list-style-type: none"> <li>● Zoom</li> <li>● Email</li> <li>● WhatsApp</li> <li>● Slack</li> <li>● Trello</li> </ul>
<b>Skills developed</b>	<p>Experience of a range of tools including:</p> <ul style="list-style-type: none"> <li>● Wix</li> <li>● Social media for business: LinkedIn, Facebook, Instagram, and Twitter</li> <li>● CRM – Kajabi</li> <li>● Websites for sourcing photos and imagery</li> <li>● Video editing</li> <li>● Zoom, Slack, Trello, Google Drive, Dropbox</li> <li>● Designing posters</li> </ul>

	Soft skills including: <ul style="list-style-type: none"> <li>• Time management</li> <li>• Writing for the web</li> <li>• Writing business emails</li> </ul>
<b>Provided on successful completion of internship</b>	<ul style="list-style-type: none"> <li>• Reference letter on Company Headed paper</li> <li>• LinkedIn Recommendation</li> </ul>

## 6. Virtual Internship – Logistics and Marketing

**Why you should go for it: learn about B2C and B2B logistics with freight solutions ranging from a 20-gram document through to a 1 tonne consignment.**



<b>Company short Description:</b>	<p>This International Courier and Shipping Service has numerous branches across London and the UK. Established in 1993, and with its origins in Australia, this company provides solutions for both B2B and B2C markets across a national wide retail network. This includes providing freight forwarding services and full department relocation for companies of all sizes, from start-ups to multinationals including Virgin Airlines, Microsoft and Kodak. As well as international artists, art and antiques galleries and auction houses.</p> <p>For consumers, they work with eBay sellers, tourists and students, and can also arrange office and accommodation moving services.</p> <p>Freight solutions range from a 20-gram document through to a 1 tonne consignment. The corporate culture is one of delivering customer excellence and delight.</p>
<b>Manager Job Title:</b>	You will be working closely with the Managing Director of a busy central London branch.
<b>Internship Sector:</b>	Marketing Logistics Research

<b>Internship Tasks:</b>	<p>The intern will be operating under one of the company directors' direct supervision and guidance.</p> <p>Specific tasks for this role are:</p> <ol style="list-style-type: none"> <li>1. Customer Analysis by product, destination and location with success rates by each category</li> <li>2. Helping in taking decisions for future advertisement allocation based on this analysis</li> <li>3. New potential suppliers and materials search and prospecting (UK based). We are always striving to innovate and offer new products and solutions and we are always open to new and innovative ways to improve our products and services: Crate making (London); Green, plastic free and environmental cushioning and padding providers; New and innovative transportation services for short and long distances</li> <li>4. International partners prospecting: reaching out to potential international partners to increase the range of services we are able to offer to our customer: In particular we are interested in the following markets: Germany, Italy, Spain, France, Switzerland, Malta, Singapore, China including Hong Kong.</li> <li>5. Updating and maintaining the company New Customers Database (Excel).</li> </ol>
<b>Skills</b>	<ul style="list-style-type: none"> <li>● IT confident and literate</li> <li>● Enjoys learning new skills and has a can-do attitude to learning to use new tools and platforms</li> <li>● Wants to learn about digital marketing</li> <li>● Intermediate and above English – B2</li> <li>● Good attention to detail</li> </ul>
<b>Internship Hours:</b>	<ul style="list-style-type: none"> <li>● Office hours 9am to 5pm UK time but flexibility for remote working</li> <li>● 10 to 20 hours per week</li> <li>● Exact hours to be agreed</li> </ul>
<b>Minimum Duration:</b>	150 hours
<b>Benefits / Expenses:</b>	<ul style="list-style-type: none"> <li>● Manager Reference</li> <li>● LinkedIn Recommendation</li> <li>● Internship Certificate (Professionals UK)</li> </ul>

## 7. Virtual Internship Graphic Design Role Description – London

**Why you should go for it: gain international graphic design experience with the possibility of having your work displayed in Harrods, The British Museum or The National Gallery!**



<b>Company</b>	This design company in London designs greeting cards and poster designs for a wide range of impressive clients including High Street Retailer WH Smith, Harrods, The British Museum and the National Gallery.
<b>Sector</b>	Graphic Design
<b>Opportunity – brief description</b>	<p>This placement will give you the chance to develop your graphic design skills, understanding the use of adobe programmes to a professional level, being able to contribute ideas, and to add to your portfolio for your future career development.</p> <p>You will also be working within a wider remote team who are based around the world giving you an experience of what it is to work efficiently across time zones and platforms.</p>
<b>Manager short description</b>	<p>You will be working closely with the owner of this established company which has been in business for 12+ years.</p> <p>He is the Director of a long-established gallery as well as the design studio, with decades of experience in design, networking, as well as successfully training students in both organisations.</p>
<b>Tasks</b>	<ul style="list-style-type: none"> <li>- Working with adobe software: Photoshop Illustrator and InDesign.</li> <li>- Developing design skills by understanding how to create the visuals based on the templates and formats existing within the company.</li> <li>- Giving the opportunity for designers to create concepts and ideas to launch collections into the company.</li> <li>- Pulling the skillset of students to a meticulous high standard to upgrade professional output and standards to help become a designer that has a lead above the rest.</li> <li>- As the company works with big brands such as Harrods, British Museum, Kew Gardens and WH Smith newsagent which is on every high street in the UK. There is a chance that the student may work on a project going into one</li> </ul>

	<p>of these key stockists. It is an incredible opportunity to boost the CV and portfolio.</p> <p>Exact tasks will be tailored to the intern's abilities and interests.</p> <p>The learning outcomes for the intern will be closely monitored. After initial training and on the platforms used all work is check, monitored, advice given and there will be a continual aim to improve the skill output of the student.</p>
<b>Skills required</b>	<ul style="list-style-type: none"> <li>● Graphic Design skills</li> <li>● Good English Skills</li> <li>● Passionate about design</li> <li>● Desire to learn and grow, and able to take corrections and learn</li> </ul>
<b>Start date</b>	Any date
<b>Duration – minimum</b>	3+ months ideally
<b>Hours</b>	Open to discuss
<b>Communication</b>	Screenshare using Skype and monitoring progress regularly.
<b>Opportunities to active English skills</b>	<ul style="list-style-type: none"> <li>● Skype / Microsoft Teams meetings will be conducted in English</li> <li>● The designs we work with are often in English but research will sometimes be needed working with English websites</li> </ul>
<b>Preferred contact methods</b>	<ul style="list-style-type: none"> <li>● Skype</li> <li>● Email</li> <li>● WhatsApp</li> <li>● Trello</li> </ul>
<b>Skills developed</b>	<p>Experience of a range of tools including:</p> <ul style="list-style-type: none"> <li>● Photoshop</li> <li>● Illustrator</li> <li>● InDesign</li> <li>● Trello</li> </ul> <p>Soft skills including:</p> <ul style="list-style-type: none"> <li>● Time management</li> <li>● Design and prepress design work</li> </ul>
<b>Provided on successful</b>	<ul style="list-style-type: none"> <li>● Reference letter on Company Headed paper</li> <li>● LinkedIn Recommendation</li> </ul>

<b>completion of internship</b>	<ul style="list-style-type: none"><li>• Certificate (Professionals UK)</li></ul>
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## 8. Marketing and Social Media Internship – Tourism in Scotland

**Why you should go for it: A great opportunity to practice your English skills with a very supportive and experienced manager. Gain real hands-on experience of using a wide range of tools regularly used by businesses for their online marketing including WordPress and Hootsuite.**



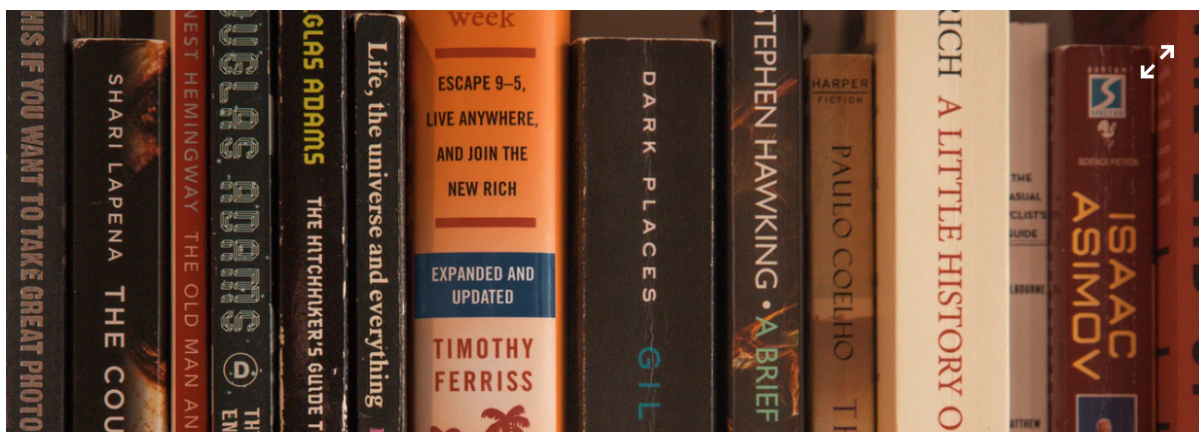
<b>Company Name</b>	This company is a bespoke online tourism business that serves the interests of B&B owners, private houses with rooms to let, and glamping sites.
<b>Sectors</b>	<ul style="list-style-type: none"> <li>• Social media</li> <li>• Digital Marketing</li> <li>• Online content creation</li> </ul>
<b>Opportunity – brief description</b>	This is a great opportunity to practice your written English skills and gain active, hands-on experience of using a wide range of tools regularly used by businesses for their online marketing.
<b>Manager short description</b>	<p>Your manager is the company owner, who set up the business ten years ago. She has over 20 years experience in the Scottish tourism industry and is looking to rapidly grow the business.</p> <p>The company currently has 100 clients in every corner of Scotland and provides a portal to send them bookings. They are in the process of launching a new website and grow the business to the next level.</p>
<b>Tasks</b>	<ul style="list-style-type: none"> <li>• <b>Writing for Blog</b> Training will be provided on our new website built in the software called Eskimo. The intern will have the opportunity to research the things to do in across Scotland as well as updating the Scottish Attractions where we have clients. You will be adding new and interesting things to do based on your interests and topics that will be helpful for international travellers. Feedback will be provided on written English and on writing for the web. Training will be given on the Highrise CRM Sales database together with collating spreadsheets of clients in Excel</li> <li>• <b>Social Media</b> Interns will be responsible for contacting over 500 Scottish attractions, liking and following and sharing specific content and to update their listings on</li> </ul>

	<p>the website, and obtaining copyright free images for use on our new website</p> <ul style="list-style-type: none"> <li>● <b>Email marketing</b></li> <li>● Training and experience of using email Octopus software, including assisting with sending out monthly email newsletter and reviewing reporting.</li> <li>● <b>Marketing Strategy</b></li> </ul> <p>For interns interested in developing marketing strategies there is an opportunity to carry out competitor research, provide recommendations and present these to the manager.</p> <p>Exact tasks will be tailored to the intern's abilities and interests.</p> <p>The learning outcomes for the intern will be closely monitored. In the first few days I will be available at all times to encourage and assist with the learning. After initial training and on the platforms used I would monitor your performance each week and give additional support where required to boost confidence and knowledge in whatever areas are needed.</p>
<b>Skills required</b>	<ul style="list-style-type: none"> <li>● Competent IT skills</li> <li>● Good English Skills (High B2 +)</li> <li>● Be confident in writing</li> <li>● Have knowledge of and use of Facebook and social media</li> <li>● Have an interest and passion for marketing and digital media</li> <li>● A willingness to try new Smart Phone apps for project management</li> </ul>
<b>Start date</b>	Immediate availability
<b>Duration – minimum</b>	3 months ideally
<b>Hours</b>	20 to 30 hours per week
<b>Communication</b>	Via Zoom, email and phone
<b>Opportunities to active English skills</b>	<ul style="list-style-type: none"> <li>● Writing in English for the blog</li> <li>● Writing emails</li> <li>● Spoken communication during weekly catch up meetings</li> <li>● Comprehension skills through online research and reading</li> </ul>
<b>Preferred contact methods</b>	<ul style="list-style-type: none"> <li>● Skype</li> <li>● Email</li> <li>● WhatsApp</li> <li>● Slack</li> <li>● Trello</li> </ul>
<b>Skills developed</b>	Experience of a range of tools including:

	<ul style="list-style-type: none"> <li>● WordPress</li> <li>● Hootsuite</li> <li>● Social media for business: Facebook, Instagram, and Twitter</li> <li>● Email Octopus</li> <li>● Highrise CRM</li> <li>● Websites for sourcing photos and imagery</li> <li>● Video editing</li> <li>● Slack, Trello, Google Drive, Dropbox</li> </ul> <p>Soft skills including:</p> <ul style="list-style-type: none"> <li>● Time management</li> <li>● Writing for the web</li> <li>● Writing business emails</li> </ul>
<b>Provided on successful completion of internship</b>	<ul style="list-style-type: none"> <li>● Reference letter on Company Headed paper</li> <li>● LinkedIn Recommendation</li> <li>● Certificate (Professionals UK)</li> </ul>

## 9. Sales and Publishing Internship – International Rights

**Why you should go for it: gain hands on experience to help launch your career in the highly competitive publishing industry, with a company whose clients include BBC, Haymarket Media and Pearsons.**



<b>Company</b>	<p>Operating in the wider publishing industry, this established company (established nearly 30 years ago), specialising in the sales of rights within the international media industry.</p> <p>Clients include BBC Worldwide Magazines, Dazed and Confused (UK), Haymarket Media, and Pearsons (UK).</p>
<b>Sectors</b>	<ul style="list-style-type: none"> <li>● Audio visual media content rights sales</li> <li>● Book, magazine, newspaper and digital content rights sales</li> <li>● Consumer and educational publishing agency</li> <li>● Translation agency</li> </ul>
<b>Opportunity</b>	<p>A unique opportunity to become familiar with all aspects of the international media industry. The right candidate will be introduced to rights sales models for all types of editorial content and media: including free to air TV and on demand video content and print and digital books, magazines, newspapers and editorial platforms.</p>
<b>Manager short description</b>	<p>The manager is a dynamic, entrepreneurial professional with 28 years' global new business and management experience. He has delivered deals in 60 countries, generating revenues of \$70M for leading media groups across all continents.</p>
<b>Tasks</b>	<p><u>Assisting with Clients</u></p> <ul style="list-style-type: none"> <li>● Maintain knowledge of client products. For publishers: confirm which books or magazines are available by territory. For educational platforms: understand how they operate, the services offered and how to effectively demo their software to companies.</li> <li>● Maintain knowledge of all client brochures and marketing materials and as required and practical create local language marketing materials.</li> <li>● Know the percentage the company retains from sales of client products.</li> <li>● As required request print and PDF samples of client products and web demo passwords and update as appropriate on interest in their products.</li> </ul> <p><u>Industry and Territory Knowledge</u></p>

- Understand software and copyright licensing agreements and deal structures.
- Research your territory's leading children's, educational and ELT (English Language Teaching) publishers and distributors and as required magazine publishers, learning institutions and related companies/non-publishing companies requiring content.
- Identify most popular material in the territory and the material clients require.
- Decide territory potential for company products by researching market trends, including book print runs, cover prices, market growth/decline etc.
- Research market conditions, including all socio-economic and educational factors, birth rates, GDP, English learning popularity etc.

#### Administrative Duties and Knowledge

- Ensure familiarity with company CRM (Customer Relationship Management) system, Gmail/Google Drive and folder structure/location of files and information in Google Drive.
- Enter all client details and marketing activities contemporaneously in CRM system.
- Download and upload client samples into Google Drive folders.
- Update all spreadsheets as required.

#### Translation

- Translate emails and correspondence.
- Provide details of heads of contract terms in territory language.
- Provide details of products and marketing materials in territory language.

#### Sales and Negotiation

- Identify best person to contact at companies targeted (i.e. rights manager, publisher, managing director).
- Contact companies identified as suitable for client products by phone and email.
- Explain products and provide full product information (i.e. catalogues, links to PDF samples, print samples).
- Follow up interest in products, tracking all actions in CRM and setting deadlines for decisions about licensing products.
- Create and maintain deal/revenue projections using CRM and excel spreadsheets.
- Negotiate fees and as required help with negotiating contract terms to expedite reaching agreement.

Exact tasks will be tailored to the intern's abilities and interests.

The learning outcomes for the intern will be closely monitored, and feedback will be given to improve results. Additional support or training will be given in whatever areas are needed.

<b>Skills required</b>	<p>Excellent communicator.  A good understanding of written and spoken English.  Good IT skills, including ability to quickly grasp new programmes such as G Suite, Pipedrive (Customer Relationship Management system) etc.  Good research and resourcing skills.  Accuracy and attention to detail.  Ability to generate new ideas and innovative ways of working.  Fast learner.  Ambitious and dynamic.</p>
<b>Start date</b>	Immediate
<b>Duration – minimum</b>	2 to 3 months.
<b>Hours</b>	Part time or full time.
<b>Communication</b>	<p>Twice weekly Zoom meeting.  24/7 (when awake!) availability to discuss matters by email or IM via skype.</p>
<b>Opportunities to active English skills</b>	<ul style="list-style-type: none"> <li>● Writing emails</li> <li>● Spoken communication during weekly catch up meetings</li> <li>● Comprehension skills through online research and reading</li> </ul>
<b>Skills developed</b>	<p>Experience of a range of tools including:</p> <ul style="list-style-type: none"> <li>● Pipedrive</li> <li>● G Suite</li> </ul> <p>Soft skills including:</p> <ul style="list-style-type: none"> <li>● Time management and planning</li> <li>● International business cultural differences and special requirements</li> <li>● Writing business emails</li> <li>● Marketing and sales strategies</li> <li>● Research and sourcing</li> </ul>
<b>Added benefits</b>	<ul style="list-style-type: none"> <li>● Expand network within the media industry</li> <li>● Opportunity for best fit interns to work for Butterfly as a percentage remunerated sales agent after internship</li> </ul>
<b>Provided on successful completion of internship</b>	<ul style="list-style-type: none"> <li>● Reference letter on Company Headed paper</li> <li>● LinkedIn Recommendation</li> <li>● Certificate (Professionals UK)</li> </ul>

## 10. Digital Marketing Internship – Co-working Space for Beauty Experts

**Why you should go for it: unique and exciting opportunity to get involved in the development of a new digital platform to grow this business providing co-working space for beauty experts**



<b>Company</b>	We are a co-working space for freelance beauty experts, operating since 2017. We started as an event space, but our fundamental business model is creating a global membership-based community of freelance hairdressers. We provide a beautiful space environment for freelance hairdressers to work from flexibly, and we are working on creating a digital platform to grow and expand.
<b>Sectors</b>	<ul style="list-style-type: none"> <li>• Digital Marketing</li> <li>• Find potential members to join our community</li> <li>• In depth market research</li> <li>• Blog and content writing</li> <li>• Online content creation</li> <li>• Creating designs using basic creative software</li> <li>• Amending website</li> </ul>
<b>Opportunity</b>	As a virtual intern, we will enable you to gain insight in various fields. Being part of a start-up company gives you a range of opportunities to explore all aspects of the business, not just one specific area.
<b>Manager short description</b>	With a BA in Communications, your manager is a dedicated Brand Manager at the company and has been with the company since January 2018. She has a strong network of international brands, who rent the venue for corporate meetings, productions, and workshops. She has previous experience of being a studio and production manager in a film and photography studio, as well as working in the music industry. She looks after the intern to provide tasks, as well as excellent guidance and support throughout the internship.
<b>Tasks</b>	<ul style="list-style-type: none"> <li>• <b>Writing blogs</b></li> </ul> <p>You will have an opportunity to help to write blog articles and content about relevant and trending topics in the beauty industry. Topics will be flexible, but blogs regarding sustainability, industry news, benefits of being a freelancer, and importance of community will be important.</p>

	<ul style="list-style-type: none"> <li>• <b>Social Media</b> Create general brand awareness campaigns on Canva, create creative content for Instagram story and feed, paid Instagram ads.</li> <li>• <b>Email marketing</b> Work in Mailchimp to create newsletters every two weeks. Using the company's database of contacts. Individual emails to corporate beauty brands to regain brand recognition. Reach out to old clients to maintain residents.</li> <li>• <b>Video creation</b> Editing videos and slideshows for Instagram and Facebook using basic iMovie or similar.</li> <li>• <b>Marketing Strategy</b> Creating documents with plans to develop concepts, ideas and explore how the company can continue to grow. Research competitors on a global scale. In depth member research to allocate potential members in London and other cities.</li> </ul> <p>The manager will carry out weekly/daily chats (during intern's working hours) to closely monitor, teach and provide guidance with anything the intern needs and require</p> <p>Exact tasks will be tailored to the intern's abilities and interests.</p>
<b>Skills required</b>	<ul style="list-style-type: none"> <li>• Competent IT skills</li> <li>• Good English Skills (High B2 +)</li> <li>• Be confident in writing</li> <li>• Have knowledge of and use of Instagram business account</li> <li>• Have an interest and passion for marketing and digital media</li> </ul>
<b>Start date</b>	As soon as possible
<b>Duration – minimum</b>	2 months (can be negotiated)
<b>Hours</b>	10 – 20 hours per week (can be negotiated)
<b>Communication</b>	Catch up meeting once or twice a week using Skype or Zoom Daily availability to answer questions using WhatsApp and Gmail
<b>Opportunities to active English skills</b>	<ul style="list-style-type: none"> <li>• Writing in English for the blog</li> <li>• Writing social media posts and emails</li> <li>• Spoken communication during weekly catch up meetings</li> <li>• Comprehension skills through online research and reading</li> </ul>
<b>Preferred contact methods</b>	<ul style="list-style-type: none"> <li>• Zoom</li> <li>• Skype</li> <li>• Email</li> <li>• WhatsApp</li> </ul>

	<ul style="list-style-type: none"> <li>● Google Hangouts</li> </ul>
<b>Skills developed</b>	<p>Experience of a range of tools including:</p> <ul style="list-style-type: none"> <li>● Canva</li> <li>● Squarespace</li> <li>● Social media for business: Instagram, LinkedIn, Facebook,</li> <li>● MailChimp</li> <li>● Google Drive</li> <li>● Video editing (basic iMovie for example)</li> </ul> <p>Soft skills including:</p> <ul style="list-style-type: none"> <li>● Time management</li> <li>● Writing blog for the website</li> <li>● Writing business emails and general newsletters</li> </ul>
<b>Added benefits</b>	<ul style="list-style-type: none"> <li>● Language course Subscription</li> </ul>
<b>Provided on successful completion of internship</b>	<ul style="list-style-type: none"> <li>● Reference letter on Company Headed paper</li> <li>● LinkedIn Recommendation</li> <li>● Certificate (Professionals UK)</li> </ul>

## 11. Digital Marketing Internship – Digital Marketing Agency

**Why you should go for it: great opportunity for an intern looking for hands-on marketing agency experience and experience of using industry leading platforms and tools.**

<b>Company</b>	<p>This award-winning digital marketing agency provides clients with a wide range of services including:</p> <ul style="list-style-type: none"> <li>● digital marketing</li> <li>● web design and development</li> <li>● content marketing</li> </ul>
<b>Sectors</b>	<ul style="list-style-type: none"> <li>● Social media</li> <li>● Digital Marketing</li> <li>● Online content creation</li> </ul>
<b>Opportunity</b>	<p>This is a great opportunity to practice your written English skills and gain active, hands-on experience of using a wide range of tools regularly used by businesses for their online marketing.</p>
<b>Manager short description</b>	<p>Your manager has 12 years+ helping business get the best from the internet, 8 years International Retail Experience in both FMCG and Fashion and a BA Hons Degree Business &amp; Marketing</p> <p>He set up this busy agency to help businesses solve the challenge of building their brand online. He enjoys the operational challenges from setting up a start-up or new business function to developing procedures that empower teams to meet and exceed their expectations. He excels at digital content strategy and new media formats-bringing a brand to a new audience and building communities or tribes of supporters.</p>

<b>Tasks</b>	<p>Tasks include:</p> <ul style="list-style-type: none"> <li>● Carrying out SEO optimisation and keyword research</li> <li>● Posting, optimising and scheduling social media posts</li> <li>● Using YouTube studio</li> <li>● Content creation and blog writing using WordPress and plugins</li> <li>● Google Analytics and Google Ads</li> <li>● Remote working skills collaborating with colleagues using Google Docs, Skype and Zoom.</li> </ul> <p>Training will be provided on using WordPress which is widely used for company websites and blogs. The intern will have the opportunity to write blog posts based on their interests and topics that will be helpful for international interns. Feedback will be provided on written English and on writing for the web.</p> <p>Exact tasks will be tailored to the intern’s abilities and interests. The learning outcomes for the intern will be closely monitored. After initial training and on the platforms used, your manager will monitor your performance each week and give additional support where required to boost confidence and knowledge in whatever areas are needed.</p>
<b>Skills required</b>	<ul style="list-style-type: none"> <li>● Competent IT skills</li> <li>● Good English Skills (High B2 +)</li> <li>● Be confident in writing</li> <li>● Have knowledge of and use of Facebook and social media</li> <li>● Have an interest and passion for marketing and digital media</li> <li>● A willingness to try new Smart Phone apps for project management</li> </ul>
<b>Start date</b>	All year around
<b>Duration – minimum</b>	2 months minimum recommended
<b>Hours</b>	Flexible hours offered 20 – 30 hours per week
<b>Communication</b>	<p>Catch up meeting once or twice a week using Zoom</p> <p>Daily availability to answer questions using Slack and Email</p>
<b>Opportunities to active English skills</b>	<ul style="list-style-type: none"> <li>● Writing in English for the blog</li> <li>● Writing emails</li> <li>● Spoken communication during weekly catch up meetings</li> <li>● Comprehension skills through online research and reading</li> </ul>
<b>Preferred contact methods</b>	<ul style="list-style-type: none"> <li>● Zoom</li> <li>● Email</li> <li>● WhatsApp</li> <li>● Slack</li> </ul>
<b>Skills developed</b>	<p>Experience of a range of tools including:</p> <ul style="list-style-type: none"> <li>● WordPress</li> </ul>

	<ul style="list-style-type: none"> <li>● Hootsuite</li> <li>● Social media for business: Facebook, Instagram, and Twitter</li> <li>● Canva</li> <li>● Websites for sourcing photos and imagery</li> <li>● Google Drive for document collaboration</li> <li>● Dropbox</li> <li>● Social Oomph</li> </ul> <p>Soft skills including:</p> <ul style="list-style-type: none"> <li>● Time management</li> <li>● Writing for the web</li> <li>● Writing business emails</li> </ul>
<p><b>Provided on successful completion of internship</b></p>	<ul style="list-style-type: none"> <li>● Reference letter on Company Headed paper</li> <li>● LinkedIn Recommendation</li> <li>● Certificate (Professionals UK)</li> </ul>