

## **MARKETING ASSISTANT IN SPAIN**

Minimum 16 weeks

### **WHO WE ARE**

[www.proyecto-es.com](http://www.proyecto-es.com)

**PROYECTO ESPAÑOL** is a language school, specialized in Spanish for foreigners, with schools in Alicante, Barcelona, Granada and Madrid.

Our goal is to combine teaching the Spanish language and culture with fulfilling your holiday expectations at favourable prices. Our main tasks are offering professional, methodologically sound language instruction, as well as promoting the direct personal contact of each individual with the Spanish culture. In addition to numerous leisure time activities, our free Language Exchange invites you also to get to know Spain outside the classroom.

### **DESCRIPTION**

Assisting the marketing department with the online marketing daily tasks.

Assisting the marketing department with the market research of different countries.

Delivering friendly, efficient customer service and to create a warm and welcoming atmosphere for all of our students, with the key aim of retaining and attracting new customers.

### **MAIN TASKS**

- Marketing department:
  - **Content creation** – writing blog posts, articles, newsletters, communications materials, and material for social media channels
  - **Social media marketing** – creating, managing and growing the company's presence through blogs, Twitter, Facebook, and other strategically relevant online properties
  - **Analytics** – Using Google Analytics and other measurement tools to provide reports on metrics, and continually find ways to improve on those metrics through testing and new initiatives
  - Analyse new Social Networks and online marketing tools to conclude if we can implement them in our daily routines or not.
  - Dealing with customer needs through the Social Networks.
  - Carry out research of certain markets we would like to approach.
  - Update marketing databases.
  - Analyse results for adwords and facebook paid campaigns.
  - Setting and implementing social media and communication campaigns to align with marketing strategies



# PROYECTO español

ESPAÑOL PARA EXTRANJEROS

## **SOCIAL MEDIA FOCUS**

- Must have a cutting edge interest in social media and be abreast with the fast changing nature of social media and ensuring that new opportunities for engaging with customers are realised.

## **REQUIREMENTS**

- Must be a detail-oriented and collaborative team player and possess strong time and self-management skills.
- Excellent organizational skills with a strong commitment to quality, accuracy and on-time delivery.
- Excellent written and spoken communication skills are essential

<b>Languages:</b>	Spanish B1 or higher (we could accept Spanish beginners depending on candidate)
<b>Location:</b>	Alicante or Granada, Spain. Open to work in different shifts, morning – afternoon (could include Saturdays) 6 hours per day.
<b>Remuneration:</b>	Spanish course offered by the company (1 week standard course for every working month) and special price for accommodation if needed.