



Marketing & PR Internship – Job Description

SHARE OUR PASSION ABOUT TECH AND MAKE AN IMPACT.

We are looking for an enthusiastic and motivated team player to join our expanding team for a Marketing & PR Internship.

About us

Coderus is going through an exciting period of change. Following six years of rapid growth for a handful of international blue-chip clients, plus support for local start-up businesses, Coderus is seeking to develop additional new business from new clients.

Our strategy is to build on our current strengths of developing bespoke mobile and embedded software solutions and diversify into related business markets. These include branching out into high-performance automotive and yachting sectors, as well as Internet of Things for industry, offices and homes, including Smart Cities, too.

The role

You will join the back-office team responsible for business development, marketing & PR for Coderus. You will be attending events as well as working with other members of the back-office team responsible for office admin, HR including recruitment, plus compliance with standards including ISO 9001 and 27001. You will also work with members of the core team of software developers and test engineers.

To win business in these new markets we are investing in a package of strategic market research, service development and promotional activities. The successful intern will join the team to help consolidate plans and execute delivery activities. From late 2017 our refreshed website is more appealing to our target markets while retaining and enhancing relationships with existing customers, plus support staff recruitment. We also use a package of secure cloud-based technologies to provide a visually-rich simplified 'shop window' with enhanced integration of social channels, newsletters, surveys, thought-leadership articles, case studies, video and animation explaining who we are, what we offer and our USP.

On completion of the internship you will have made an important contribution to our business development, marketing and PR activities. You will have gained a useful insight into the day-to-day business operations and made a positive contribution to the knowledge and growth of an SME in the tech sector.

Education

You will be working towards a degree (second year) or Masters in Marketing, PR, Business Studies, Digital Marketing, Social Media, Web Design or another relevant degree subject, with the expectation of achieving at least a 2:1 classification.



Skills

Depending on your skills, capabilities and our delivery schedule you will have the opportunity to experience working in a dynamic team including working with our marketing and PR suppliers, to deliver high quality campaigns and events to engage with our markets and secure new business with them.

Applicants will need to be well organised in order to manage marketing communications activities in a controlled and structured way. The post-holder will need to use our Customer Relationship Management (CRM) tools and services (training will be provided) to develop and refine our automated digital marketing activities to supplement events, meetings and individual communications.

Desirable skills

Desirable skills include some or all of the following:

- planning and executing marketing and PR campaigns,
- event management,
- digital marketing; use of social media (Twitter, Facebook & LinkedIn),
- managing and maintaining content on a website,
- publishing e-newsletters and e-surveys,
- manage and maintain a CRM of customer contact details, preferences and insights,
- research and write articles and press releases,
- copy writing,
- basic editing of digital photos and videos.

Location

Coderus is located within the Adastral Park campus, home to over 100 high-tech companies. Based east of Ipswich, Adastral Park offers excellent facilities (shops, a restaurant/deli, free car parking, gym on site, and various recreational facilities) and a green open environment in which to relax during lunch and break time. To learn more, [visit the Innovation Martlesham website](#).

Getting here

There are good road connections and regular buses between the campus and Ipswich and Woodbridge. There is also a regular shuttle bus between the campus and Ipswich railway station for staff and visitor use.

Both Ipswich and Woodbridge offer excellent and convenient facilities and are situated just a short distance away. Also, Ipswich Waterfront, which is only a short distance away from Adastral Park, provide a wide variety of accommodation and entertainment. London is also within easy reach, with regular, direct connections to Liverpool Street station just over an hour away.



Remuneration, hours and benefits

The working week is 40 hours (Monday to Friday 9am – 6pm) with an attractive and negotiable starting salary, plus benefits depending on skills and ability is available.

The Internship duration will be up to 18 weeks.

Benefits include a wide variety of sport facilities, free gym membership, haircuts, daily fruit, both hot and cold drinks, beauty treatments and many more. We also pay for our employees to attend seminars and workshops, to further their professional development.

The team holds monthly pizza and gaming nights, and everyone is invited to other social events e.g. bowling and go-karting.

Want to know more about life at Coderus?

Visit the [Lifestyle](#) pages of the Coderus website, or follow us on Facebook and Twitter @coderus.

To apply

Please send your latest CV with a covering letter to graduatejobs@coderus.com or use the form on the website careers page <http://www.coderus.com/careers/>