**2020 - PLACEMENT WORK EXPERIENCE JOB DESCRIPTION**

**COMPANY OVERVIEW:**

Link Communication create effective brand experiences that drive growth for brands, using promotional sampling and consumer psychology, integrated into experiential marketing to create measurable retail sales results.

Their 22+ year experience has developed highly effective strategies across all chains of supermarkets, convenience retailers, consumer events and trade shows. They represent a wide range of global leaders and innovators across food, drink, lifestyle and technology brands - for whom they have recently won the marketing industry Gold Awards for 'The Most Effective Retail Sales Experience' in both 2019 and 2018.

**WORK PLACEMENT EXPERIENCE:**

As a student work-placement you will be embedded within the head office team. You will be providing support to experienced colleagues to learn professional skills covering a mix of tasks including:

## Live Marketing Campaign Participation

* Assisting with the implementation of marketing campaigns for the brands which the business represents
* Taking active roles in promotional teams for promotional product sampling across a range of environments
* Assisting in operational aspects of live marketing tasks and campaigns as directed

**Customer Data Base Management**

* Expanding and accurately updating the customer data base with relevant contacts within each agency
* Creating industry specific sub sections of customer database and managing communication to each
* Researching and confirming marketing industry contacts
* Updating existing records, taking full ownership of data cleansing and updating

**Direct Marketing**

* Design and creation of effective direct marketing tools such as letters, mailers, envelopes and mailings
* Sending out brochures & rate cards to potential customers
* Search Engine Optimisation and website updates

**Website Updates**

* Website copywriting, articles, on page improvements, new features and new case studies.

**General Terms:**

* **Days:** Mon to Fri as standard, with some weekends (with time taken back in lieu midweek)
* **Hours:** 08.45am – 17.30pm
* **Salary:** Unpaid, voluntary basis
* **Expenses:** Travel & hotels paid when working on live activity away from the head office
* **Location:** Governor House, 47 Kent Road, Leeds. West Yorkshire, LS28 9BB. ENGLAND