



## **JOB DESCRIPTION**

Job Role: Marketing Intern / Account Executive

Reporting to: Account Manager

Salary: 20k pa pro-rata

Contract type: 3-6 months full time (with possibility of permanent employment after the end of the internship)

Start date: flexible

### **Overview:**

This is a great opportunity for a driven and ambitious graduate or marketing student (undergraduate or postgraduate) who is looking for a valuable work experience in a vibrant marketing agency and with an interest in the healthcare sector.

Verve is a creative healthcare marketing and communications agency. Working with leading brands across Europe and Asia in the pharmaceutical and optical industries, Verve creates campaigns that lead to product recommendations by healthcare professionals and interaction with patients & customers.

Based in Soho, Verve is an eight-year-old and growing agency. We are known in the industry for our expertise, dedication, and an ability to deliver the highest standards with a vibrant and enthusiastic attitude.

We will provide you with training, guidance, and support, as well as the opportunity to experience agency life and gain valuable work experience.



## **Responsibilities and duties**

You will work closely with the account team, supporting in day-to-day activities, including:

- Meeting and liaising with clients to discuss and identify communication requirements
- Liaising with, and acting as the link between, the client and the agency teams by maintaining regular contact with both, ensuring all involved are kept updated and that projects are delivered effectively and on time
- Writing client reports and meeting actions
- Providing constructive feedback on artworks and other agency deliverables
- Proofreading artwork/campaign materials, ensuring we always meet the highest standards
- Evaluating campaign performance with tools such as Google Analytics and create regular reports and analysis for clients
- Creating email marketing campaigns
- Content creation for our company social media channels
- Undertaking administration tasks.

No week looks the same as we'll be working on various different projects. Typical projects normally include:

- Creative photo & video shoots
- Direct mail campaigns
- Digital campaigns, digital tools, and website development
- Video content creation
- Email marketing
- Training and education materials
- TV campaigns
- Sales incentives
- Trade materials and trade ads.



## Qualifications and skills

- Currently undertaking an undergraduate or postgraduate degree in marketing or communications or recent graduate
- Excellent spoken and written English
- Creative and critical thinking
- Attention to detail
- Enthusiastic, energetic and imaginative
- Approachable, outgoing and diplomatic
- Comfortable working as part of a team
- Basic to intermediate user of Microsoft Office – Power Point, Excel, Outlook, Word

If you think this is the right opportunity for you, let us know why you want to join our team and why you think your skills are a good match for the role. Send your CV and a cover letter to [alice.mazzanti@vervelondon.co.uk](mailto:alice.mazzanti@vervelondon.co.uk)