



### Apply here

#### Start date

June/July 2025

#### Duration

6 months

#### Languages

Native German  
Good spoken and written English levels are required.  
(B2 onwards)

#### Location

Northampton, England  
Northampton dates to 914 and has a population of over 200,000 and is centrally located to explore the UK. Regarded as the "shoe making capital of the world" it is home to several international footwear manufacturers. Boots for Darth Vader, and shoes for James Bond and Prince Charles have all been made here. A busy city with a buzzing nightlife and social scene, there will be plenty to keep you occupied.

#### Are you eligible?

You are eligible for an ESPA internship if you are a registered student or have graduated within the past two years.

#### Benefits

Your accommodation expenses are fully paid for on your behalf. Commuting costs are reimbursed when necessary, and the certificate of sponsorship fee is subsidised by more than 50%. Details available at interview

### Role

This is a really exciting opportunity for an ambitious student to gain a wide range of experience in this expanding and innovative host company, in the baby and toddler sleep brand market. Mentored throughout, by a fantastic and experienced team, to support the sales team drive growth across national, independent retail, and distributor channels. This multifaceted role will provide hands on experience to functions in **Sales**; new business research, cold-calling, pipeline building, **Marketing**; Social listening, competitor tracking, localisation **Operations**; Process support, account management assistance **Strategy**; Market research, insights, and planning. This internship offers an abundance of skills, knowledge and experience that will enhance your CV and future career prospects!

### Tasks

- Research and identify potential new business opportunities
- Assist with account management, ensuring retailer accounts are up to date
- Help organise and deliver targeted marketing initiatives
- Review and modify marketing materials so they resonate with the customer
- Monitor and analyse competitor activity to help shape marketing strategies
- Monitor social media communications to identify trends and customer opinions
- Work with the Sales & Operations teams to streamline processes
- Support strategic planning for growth in the UK & European markets

### Desired Skills

- Studying for a relevant Business degree
- Strong research and analytical skills.
- Excellent communication & interpersonal skills.
- Proactive mindset with a strong can-do attitude.
- Interest in sales, marketing, and operations.

### Good to have

- French ,Italian, Spanish language skills (spoken and written).
- Experience with Excel, Power BI, or CRM tools.
- Previous internship or work experience in sales, marketing, or operations.

### The Host Company

The host company is an Australian-owned business founded in 2008, to help babies achieve better, longer and safer sleep. The first range of innovative swaddles and sleepwear hit the stores of Sydney and sold out in two weeks. Ten years later, this host has established the baby sleep category, is the market leader in Australia, and sells over 300 SKUs, in 40+ countries globally. Following investment in 2019, the business was able to scale up at a significant pace both locally and internationally. As part of this, operations have been launched across China, UK, EU and the US over the last two years, along with continued strengthening of wholesale and distributor relationships to service offline channels. They are continuing to expand their presence globally and have the vision of becoming the #1 global baby and toddler sleep brand, providing better sleep, bigger dreams and a brighter world.