IDEAL EDUCATION GROUP

Number of Placements: 1

Placement Site: Madrid, Spain

Website: http://www.idealeducationgroup.com/

Field/Subject Area:
Open to all York students who meet the eligibility criteria

Position Description:
We are looking for a student intern in Business / Administrative Studies, preferably in the Marketing stream with an interest in pursuing a career as an analyst. The intern will be responsible for performing research/benchmarking and providing insights regarding the North American educational market: trends, competitors, and stakeholders.

Specific tasks will include:
- Conducting research on consumer behaviour and market opportunities.
- Preparing presentations and findings to the North American team.
- Assisting the Study Abroad Director with marketing strategies and market research.
- Identifying new market opportunities and evaluating market penetration.
- Miscellaneous tasks as needed by the organisation.

Complete all tasks assigned, which includes but is not limited to the responsibilities outlined above.

Expected work hours:
8 hours per day, Monday to Friday

Preferred start date:
Beginning of May (12-13 weeks duration)

Qualifications/skills required:
- Preference will be given to students in undergraduate programs in Administrative Studies, Marketing, Business, Communications, or similar field.
- Intermediate Spanish communication skills.
• Strong written and verbal communication skills.
• Strong analytical and problem-solving skills.
• Good understanding of the Canadian market, trends, and techniques.
• Willingness to learn on the job and share experiences with other members of the team.
• Ability to work in an international team environment.

**Language requirements:**
Fluent English; intermediate Spanish