

IDEAL EDUCATION GROUP

Number of Placements: 1

Placement Site: Madrid, Spain

Website: <http://www.idealgroup.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 evaluate 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