



KEEP+ Innovation Internship Job Advertisement

All KEEP+ Innovation Interns are employed by company beneficiaries of the European Regional Development Fund supported KEEP+ Programme. Roles will be based within those companies so please consider their location when applying for a KEEP+ Innovation Internship vacancy.

The Employer

Company name

Onwards Upwards Ltd

Company address

*Claydon Court
Old Ipswich Road
Claydon
Ipswich
IP6 0AE*

Address at which the role will be based (if different to above)

As above.

Company contact details

Richard Parker

Details of the Vacancy

Job title

Marketing Internship

Job description

ShowBiz Software is the UK's leading agricultural show management software. The role will be in helping and guiding the launch of the latest major version – ShowBiz 5 – in both UK and overseas markets.

ShowBiz5 aims to transform the way the agricultural show sector works, and we aim to take our UK market share from 10% to 80% in 24 months. Any intern will bring additional resource during the critical launch phase. Skills in business or marketing will be useful; so too will be experience of the agricultural show sector.

The intern will work with the commercial director to conduct and action market research in order to refine our ShowBiz marketing strategy. There are six main phases to this work ...



1. *Market Analysis & Report - UK. Desk based research (DBR) with report & presentation.*
2. *Market Analysis & Report - International. DBR with report & presentation.*
3. *Revenue Analysis & Report – Ways to generate income from web portals – DBR with report, presentation and implementation.*
4. *Prospect Engagement – Direct B2B via ShowBiz CRM. Weekly posts to educate and engage with the market.*
5. *Market Engagement – Indirect via digital and social media. Ditto.*
6. *Product Roadmap – DBR and prospect engagement. Report, presentation and action to adapt product offering to better fit findings.*

Note: There is NO cold calling or sales work involved in this project.

Pay and benefits

*Minimum living wage
Possible travel allowance
Performance related bonus*

Other relevant information

It will help if applicants have studied business studies / marketing, but this is not essential.

An interest or experience in agriculture, agricultural shows and related activities will be very useful.

Closing date

TBA

How to Apply

In the first instance please supply an up to date CV and covering letter INCLUDING DETAILS OF ANY VISA REQUIREMENTS TO ENABLE YOU TO WORK IN THE UK by email to keepplus@anglia.ac.uk - your application will be checked against the minimum advertised requirements and then passed on to the potential employer. You will be contacted by the potential employer in the event that they wish to interview you for the role.

Keep + Programme Privacy Notice Template



Who are we? The KEEP+ programme is administered by ARU on behalf of the Ministry for Housing, Communities and Local Government.

For what purpose do we use your data? The information we obtain from you is for recruitment purposes and is used to determine the outcome of your application and maximise the support that we provide. If you fail to provide all the information you may not be able to avail of all the support available nor complete the recruitment process.

What is the legal justification? You freely provide us with your personal data. If you don't provide your personal data we cannot contact you and offer interviews or advise the outcome of your application. The legal basis for processing your personal data is in support of entering into a contract with a third party SME.

What information do we collect about you? Name, contact details, work history, educational attainment and general supporting information such as any covering letter you send with a CV, regarding your suitability for an advertised role. If you obtain a longer term role, of at least 12 months, your company will provide KEEP+ with a copy of your contract, as evidence of a "job created".

To whom do we disclose your information? Sources of information will include you and your business employer. The data is disclosed to ARU staff, your potential business employer, MHCLG, MHCLG's auditors and the European Commission.

How long do we keep your information?

Recruitment records and covering letters are retained to the 31st December 2033, as currently required by European Commission funding requirements and KEEP+ Grant Agreement with MHCLG.

How do we secure your information? The University is committed to holding your data securely and uses information security best practice to transmit personal data. Data is held in accordance with the University's Information Security Guidelines.

Contact details of the service – If you need to contact us, change information or choose to opt out please email carole.randall@anglia.ac.uk, or call 01245 684310

ARU Data Protection Officer: can be contacted at: dpo@anglia.ac.uk

Your rights – You have the following rights for your personal data: to withdraw consent at any time; to lodge a complaint with the Information Commissioner's Office Helpline 0303 123 1113 or www.ico.org.uk ; request a copy of your data from us; to request us to cease processing if you suffer damage or distress; to correct the data; to request us to erase your data; to restrict our data processing activities; request us to stop any direct marketing activities to you.

Further information on how your personal data is used can be obtained from <https://www.anglia.ac.uk/privacy-and-cookies>

April 2018