

**INTERNSHIP POSITION
MARKETING ASSISTANT**

Contact Information

Address: Corso Messapia, 167 – Martina Franca (TA)
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Contact Person

Martino Santoro, Director
Email: martino.santoro@culturaedintorni.org

Tutor and contact person during the internship

Name and surname: Iliaria Galasso
e-mail: ilaria.galasso@culturaedintorni.org
role within the organization: Marketing department

Description of the Organization

CUTURA E DINTORNI is a Italian organization, located in Martina Franca, Apulia region and dedicated to the management of education and training mobility projects for students and adults. We receive participants from all over Europe and we organise for them internships in different vocational areas, as well as professional visits and seminars and courses for school education staff. Mobility projects can generally be funded by the European Erasmus+ programme or European Social Fund (ESF), but also by regional or local funds. We actively participate, as promoters and partners, in European projects such as Erasmus+ KA2 and Partnerships in the following topics: mobility, employability, entrepreneurship, development of soft skills, digital skills, etc.

Possible Periods of Internship

3 months minimum

- October – December (preferred period)

Work Schedule

- Work Schedule: from Monday to Friday
- H. 9.00 a.m. – 6.00 p.m.
- 1-hour lunch break (2.00 p.m. to 3.00 p.m.)

Description of Internship Responsibilities

Role: "Marketing Assistant"

MARKETING ASSISTANT	
He/she is responsible for:	
<ul style="list-style-type: none"> - Research of prospective customers - Contacting prospective customers - Dealing with CULTURA E DINTORNI customers - Preparing documents for Marketing campaigns - Translating documents 	
Tasks	Research Prospective Customers
Research prospective customers	Research National Agencies for data base approved project in Erasmus+ project. Research FSE projects for transnational mobility of students. Research new opportunities.
Creation of databases	Research on internet data of organization with approved projects and create databases. Organise databases taking into account previous year data.
Preparation of documents	Update, translate and make any necessary arrangement to documents to be used in Marketing campaign.
Marketing Strategy	Contribute to the creation of Marketing strategy establishing dates, documents, target groups, media and tools to be used.
Deal with CULTURA E DINTORNI customers	
Establish budget	Budget establishment and confirmation
Request documents	Request to the customer all documents needed for the organization of the programme in Apulia, Martina Franca
Incoming file	Update incoming file with all information obtained by the customer.
Send the Information Voucher (IV)	2 weeks before group's arrival, send the information voucher to the customer.
Invoice	Send to the customer the invoice.
Feedback	Communicate with the customer any issue connected with the group. Send regular feedback reports after monitoring meetings.
Final report	Send to the customer final report and any required document/information

Skills needed to be provided by the intern:

- Ability to work in a team
- Flexibility and ability to adapt to a new working environment
- Willingness to implement diverse tasks and to adjust to the company's needs (when necessary)
- Ability to work in a multicultural team and in an international context
- Ability to relate with others, youngsters but also teachers
- Good sense of initiative

- Good level of English (minimum level required is B2)
- Intermediate level of Italian (not technically necessary, but an advantage).

Facilities

Computer and wi-fi at the office.

Martina Franca, 16/09/25
Martino Santoro - Director

CULTURA E DINTORNI ETS


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