

Marketing Technology Intern

Would you like to play a role in the future of our marketing technology strategy?

Do you enjoy building relationships that lead to successful outcomes?

About the Team

The marketing technology team is a central business unit within Elsevier. We are responsible for the management and development of the customer engagement tools used by our global business units. This includes our channel engagement tools for email, social, lead management, webinars and virtual events, alongside our marketing preference centre.

We work with and support our global marketing teams – from Marketing Managers, to campaign operations, creatives, data analysts and insight specialists – and collaborate with partner technology teams including marketing data & analytics, web development, architecture and cloud infrastructure.

We provide world-class technical support to our large user community, to improve digital marketing outcomes and evolve the customer experience.

About the Role

We are looking for driven, ambitious, and curious intern to join the marketing technology team in 2022. The successful candidate should ideally have a keen interest in technology, with a future desire to build a career in this area. An understanding of marketing would also be a plus, however this is not essential.

Our aim is to immerse you in the day-to-day running of an enterprise engineering team. You'll support the software delivery cycle, shadow our senior engineers on strategic projects, engage and support our business user community, build an understanding of all key systems, and work closely with senior management in roadmap discussions with our strategic partners. We'd also like you to learn entry-level programming to ensure you take away practical skills for the future.

Responsibilities

- Assist in the running of our software delivery lifecycle. Supporting our business analyst with requirements definition, prioritization and delivery meetings
- Supporting our Platform Guilds, designed to increase the adoption of our technologies across the user community
- Collaborating with our engineering squad and support team on day-to-day operations
- Supporting management across internal/external meetings, focused on our roadmap strategy and development of our business relationships
- Delivery of a programming language project
- Build an understanding of our collaboration tools JIRA, Confluence, Slack and Miro

Requirements

- Be studying or have a degree in software engineering or related discipline. An interest or background in marketing would be a plus
- Show curiosity, and a natural drive to learn
- Strong inter-personal skills, and the ability to collaborate with others
- Ability to juggle many time-sensitive tasks, proactively seek information to complete a project, and maintain a friendly attitude in a high-pressure environment

Internship Position and Timing

Location: The Marketing Technology Team reports to Mark Baron, who normally works in the Elsevier office 1 Appold Street, Liverpool Street, London. The role will be remote however you will have the opportunity to work from our London office if you are comfortable. A laptop is provided. It's worth noting that we are a global team, with engineers working from London, Amsterdam and Chennai.

Timing: The internship is 5 days a week, Monday through Friday, 9 a.m. to 5 p.m.