

*These roles are part of the **University of Brighton Internship Programme** which offers unemployed or underemployed graduates of 2011 or the few years before, from any university or college, a **short term paid internship with a local company.***

Business Development Associate

COMPANY: IDS Box LLP

LOCATION: Haywards Heath, West Sussex (to be based in Strasbourg, France for 3-6 months)

SALARY: £17K pro-rata (plus accommodation expenses in France)

DURATION: 6-12 months

COMPANY INFO: IDS Box LLP is part of Extech group of IT companies that retains sole distribution rights in the UK to the IDS suite of backup and DR products for small and medium sized businesses. IDS products provide replicated onsite and offsite backup solutions combined with image based backup software to provide rapid recovery for businesses in the event of server failure or full loss of site scenarios.

Having been established in the UK for 18 months and with some modest growth the company now seeks an individual to develop a sales and marketing plan to generate leads for the product range in the UK to assist in growing the customer base.

INTERNSHIP ROLE: The successful candidate will be expected to spend an initial period of 3-6 months in Strasbourg to learn about the product set and how the products are marketed and sold in France.

After this the candidate will operate from Haywards Heath offices but some travelling to client sites or working from home will be required. The role may also require periods of time working with a partner marketing company in Crawley.

The initial period will be to gain a comprehensive understanding of the product set, the marketing strategy and the sales process in France. After this the candidate will be required to develop a sales and marketing plan in conjunction with our marketing partner who will mentor the candidate and assist with progressing the plan. This forms the basis of the first 6 months of the plan.

The second six months will be dedicated to implementing the plan with assistance from Disque Et Silice in France and from Extech in the UK. Acting as the project manager the candidate will drive the execution of the plan in order to increase inbound sales enquiries and thereby business growth.

SKILLS AND EXPERIENCES REQUIRED: Business Studies or Sales/ Marketing degree preferred but IT specialisms will be considered. Candidate must be able to demonstrate the following attributes :

- Self motivated, commercially aware, well organised with good problems solving skills
- Understanding of how to develop sales and marketing strategies using different mediums and techniques.
- General business management principles
- General knowledge of IT

METHOD OF APPLICATION: To apply please send CV and covering letter explaining how you have the skills required and detail of your current employment circumstances to careers@brighton.ac.uk, FAO Alex Webb.

FURTHER INFORMATION: It is hoped that following a successful internship, the right candidate will take a longer term position with the company and play a key or lead role in developing the organisation beyond the initial assignment period.

CLOSING DATE: 17/02/2012

WEBSITE: www.idsexbox.co.uk



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