

Working at ProspectSoft

Comments from Rob Drummond, placement student

Course: BA Management

Job Title: Marketing Assistant

Location: High Wycombe

Why did I choose to do a placement?

I decided to do a placement to give me some real work experience. I did a similar scheme before university and really believe it embeds your studies in a work context that you can relate to.

You also learn a lot of valuable skills, for example learning how to effectively sell your ideas to colleagues, working both as part of a team and individually, and collaborating with partners and suppliers.

What does the role involve?

My role at ProspectSoft is in a marketing capacity, particularly specialising in internet marketing. The fact that the company is fairly small (but growing!) makes it ideal for placements, as the responsibility we have had since the start has been fantastic.

I've geared my degree to focus on marketing and information systems, so doing a marketing job for a company that sells CRM systems is for me, ideal. I've already learnt an unbelievable amount about internet marketing and web design, as well as the practicalities of carrying out more regular marketing activities.

Personal Development

The opportunities for personal development have been wide ranging. To begin with all placements have to complete the company sales program, which culminates in performing a full 45-minute sales demonstration to company management!

Other highlights to date include designing my first website from scratch (soon to be online at www.iriscrm.co.uk), re-engineering our website as a lead generation mechanism, and being responsible for a Google Adwords (pay-per-click) campaign.

From a social perspective ProspectSoft take on a large number of placement students every year, so there's plenty of people to go for a beer with!

I would highly recommend the placement to anyone thinking of doing a sales or marketing internship. The placement scheme is rolling, so if you like the sound of what I've been doing email your CV to careers@prospectsoft.com, along with a covering letter of why you would like to do the placement, and what you would bring to the company.



Current ProspectSoft sales and marketing placements, relaxing after a hectic partner day