



Monday, 21 November 2016

INTERNSHIP OPPORTUNITY HIGH TECH ENGINEERING BUSINESS – (DIGITAL) MARKETING & SALES

IDEAL FOR A BACHELOR PROJECT WITH AN OPPORTUNITY FOR SUBSEQUENT EMPLOYMENT

DATE: 21/11/2016 – JF – WWW.SENSORCOATINGS.COM

About Sensor Coating Systems

Sensing Your Hot Spot? ---- The high tech start-up company Sensor Coating Systems (SCS) operates in a niche, but high value global market. Our young and dynamic company pioneers sensor technology based on luminescence materials for hot environments.

The focus of this internship will be to develop and significantly increase the internet presence of the company in English and in specifically German language. This will require a review and adjustment of the current marketing concept and also the handling of new customer contacts.

The luminescence sensing technology enables the optimised operation of machinery while reducing risk of failure. As a consequence this unique and patented technology will enable the reduction of CO2 emissions in power plants, jet engines and automotive applications and increase fuel efficiency. The company won the *British Engineering Excellence Award (BEEA)* in Materials.

The company always seeks to provide outstanding internship candidates a chance to work in a commercial environment and in a multi-disciplinary and multi-cultural team of highly talented young scientists and engineers educated to PhD level.

Unique internship opportunity: the company recently has signed mid-term and long-term agreements with blue chip companies. There is a potential opportunity for a talented and enthusiastic graduate to be taken over after the internship period.

Number of employees

6 plus 5 directors

Tasks

Market research & sales

Review of the current marketing concept.

This includes identifying :

- Market size
- Competition
- Applications
- Target customers

The company will need to boost its internet profile using social media and other classical methods in a short time period. The candidate is expected to learn and utilise modern marketing analysis tools such as Google analytics to target customers and drive sales opportunities. Other activities include the preparation and design of marketing documentation in cooperation with the technical team and the Managing Director. This will include short reports and press releases and potentially articles in professional journals.

The process will require the targeting of customers in the relevant engineering sectors and identifying the right people in the organisations. Primary target are German companies in the automotive and power generation sector, as well as materials processing. However, good English skills are required to tackle international customers, too. 'Cold calling' in English and German will be required, but support will be provided in from of training.

Bachelor/Master project: The company has a history of supporting academic projects for higher education degrees. This project might assist in achieving a bachelor/masters degree by forming part of a final year thesis. **Note:** a non-disclosure agreement (NDA – 'Geheimhaltungserklärung') will need to be signed and a bachelor thesis might not include specific information about the company without prior written consent.

Skills needed

- Experience in (or the willingness to learn): Goggle analytics, internet marketing , social media (eg LinkedIn, XING, Twitter etc)
- Excellent telephone skills and manners; not being afraid of getting in touch with people on the phone
- Charming personality with a focus on the essentials
- Creativity and a 'bag of enthusiasm'
- An understanding of engineering processes
- Good communication and writing skills in German and in English
- Quick learner of complex technical processes
- good university grades
- potential experience with Joomla and Word Press

Skills to be acquired

- Experience in working in a high-tech engineering and science company
- General business skills eg processes, meetings.
- Working on and implementing a marketing strategy for the thermal history technology
- Working in a highly diverse cultural background
- Interfacing between technical staff and directors
- Training: 'cold calling'

Duration of the internship

Minimum time of internship, 4 months.

Opportunity: Depending on performance this internship might transfer into a job opportunity at the end of the internship period subject to terms and conditions.

Office languages

English (also spoken Spanish and German)

Location

London, Dagenham East

Financial support

- Minimum time 4 months.
- Subject to qualification starting from £50 per week onwards.

Contact

Dr Jörg Feist
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Please provide covering a letter explaining why you will be the person to take this internship.

Review of former interns at Sensor Coating Systems

Edgar S.-J., engineering student, 3rd year, Cambridge University, UK, (2014):

'Working at SCS for eight weeks has been a hugely educational experience for me. It was my first experience in a working environment at the cutting edge of technology. The hands-on nature of the work and the feeling that you are creating something that is solving real-world problems is extremely fulfilling, and not something that can be provided at university.'

The work I was involved in developed my knowledge in many areas, such as programming, electronics, optics, and thermodynamics. The learning was tied up in one overarching project, rather than separate exercises that you get in the academic world. SCS is an extremely friendly environment to work in, and through meetings and presentations, you learn about what everyone else on the team is working on.

I think any student interested in science, engineering or technology would benefit from an internship at SCS; the experience of how scientific problems are tackled in the enterprise world is invaluable.'

Tobias L., economics student, 4th year, Frankfurt a.M., Ger, (2015):

"In May and June 2015 I undertook an internship at this young, dynamic start-up in the heart of London, located in the incubator of the Imperial College London. During this time I was part of a highly motivated, friendly, international team. The company develops a highly innovative and powerful temperature detection technology which can be used in the aerospace, power generation and automotive areas.

Especially in meetings, interns gain an interesting insight into the daily work and methods of a wide range of disciplines. The main task during this internship was to contact potential customers with the aim to find new applications and evaluating the market potential of the technology. To have an idea about the technology, one can use it and do some measurements in the lab.

I had a great time in London and can highly recommend doing an internship in London at this company!"

Fiona S., engineering student, 4th year, Darmstadt TU, Ger, (2016):

'This summer I did a six month internship at SCS in London for my study of mechanical engineering.

I enjoyed working in a friendly and supportive team and got an interesting insight and deep understanding of the company's own special technology of temperature sensing coatings.

During my work I was able to improve my skills in laboratory work and learned new examination methods and on top improved my English.

Besides working at SCS I also recommend to stay in London because of many interesting sights and events to visit and it is a great experience to live in a city with an intercultural living together like London.'

Ethan S. , engineering student 2nd year, Cambridge University, UK, (2016):

'...My time here at SCS has been elucidating, engaging and enjoyable. The team have been welcoming and very willing to assist me with any challenges, and the wide variety of work I have undertaken in my time here has given me the opportunity to improve my practical, theoretical and organisational skills.'

Alexandre G., BSc Business Administration, Otto---Friedrich University of Bamberg, Ger, (2016):

'Im Sommer 2016 habe ich für fast vier Monate ein Praktikum bei SCS absolviert. Es hat Spaß gemacht, ein Teil dieses jungen, internationalen und sehr freundlichen Teams zu sein. Da die Firma relativ klein ist, bekommt man einen guten Einblick in den Arbeitsalltag und die verschiedenen Herausforderungen, die einem Start-Up begegnen.

Meine Aufgabe war es, ein Marketing Konzept zu entwickeln und Teile davon anschließend zu implementieren. Ich hatte Freiheiten beim Arbeiten und konnte meine eigenen Ideen einbringen, und habe zusätzlich bei den wöchentlichen Wrap-up Meetings Verbesserungsvorschläge und Hilfestellungen erhalten, was es mir ermöglicht hat, vieles bei SCS zu lernen. Zusammenfassend kann ich ein Praktikum in London bei SCS jedem sehr weiterempfehlen.'