

## Employer Case Study

OSE European

David Bradley

BA Business Management

### Placement Overview

In 2011 worldwide provider of transport and logistics, OSE European, was in the process of accelerating marketing efforts to promote the business further. A marketing department was developed taking responsibility for overseeing all aspects of communication with clients, both prospective and current. Due to increasing business, the need became clear for a Marketing Assistant to join the Marketing Coordinator in pushing forward communication projects therefore allowing OSE to expand on larger marketing projects online and offline.

### Why we chose Newcastle Work Experience (NWE)

We'd considered recruiting a permanent member of staff but by linking up with the NWE scheme we were able to assess a graduating student over a 10 week period: a low risk option that meant we could still benefit from a fresh skill set coming into the organisation. The placement process was simple. We were able to interview according to OSE business procedures and everything else was managed by the Careers Service team.

### What qualities and skills did the student bring to your organisation?

David has been integral to the growth of marketing projects for OSE European. This role has been very diverse and David has been involved in projects ranging from online marketing to promoting our participation at Transport Events. Not only have we been highly impressed with David's enthusiasm but his willingness to learn and problem solve. On this basis, we were delighted to offer David a full time position as Marketing Assistant which he gladly accepted.

### How has your organisation benefitted from the placement?

There is no doubt that we have already seen a return on investing in an NWE placement. We have been able to double results from our activity and forward business efficiently, allowing the marketing department to plan larger campaigns fitting to the changing requirements of our clients and our industry. The NWE scheme has been imperative and invaluable to OSE European's growth. Through the scheme we have been able to strengthen and build our marketing presence and support our business activity.