



website4bookings

2023–24

Website4Bookings Internship Placement

Join our close-knit group of industry professionals,
working with teams across Europe to provide a
class-leading accommodation web service

In association with:



Luxury apartments designed for business
travellers in city-centre business districts
across Europe

www.websiteforbookings.com





About us

W4B was founded in 2017 by Chris McCrow, who has extensive experience working in IT, marketing, and operations within the short let rental sector.

We take pride in working with cutting-edge technology and being powered by AI, enabling us to offer innovative and efficient digital marketing services that keep our clients ahead of the curve.





The Website4Bookings Team

- ✓ Marketing & branding
- ✓ Web design & web development
- ✓ Social media marketing
- ✓ Content creation
- ✓ Email marketing
- ✓ User experience
- ✓ Video production
- ✓ And more...!



Learn to market beautiful accommodation across the globe



www.websiteforbookings.com



Connect with travelers across Europe



www.websiteforbookings.com



The Website4Bookings Internship

Why should you do an internship with us?



Gaining industry experience through 1:1 meetings with the Marketing Director



Full training in-house and from reputable external organisations



The latest software for Marketing, CRM and administration



Developing marketing strategy and collateral for modern digital marketing projects



Working with teams across Europe and gaining insight into the global market



Main office located in a vibrant area, with direct links to Central London



Apartments located across London and the Southwest



Contributing to a close-knit group, key to the development of the brand



Exposure to a variety of tasks, and opportunity for specialisation and professional development



The Internship Process

The opportunities for personal and professional development with Website4Bookings:

1

PHASE 1

You will be introduced to the company and key personnel — covering company procedures, processes and best practices.

During this phase you will gain an overview of the strategy, responsibility and targets.

2

PHASE 2

You will begin to undertake market research activities, administrative tasks and systems training.

This phase will help you understand the scope of the market and the systems we work with targets.

3

PHASE 3

You will learn to use the skills learnt in previous phases to develop your own marketing campaign and report results to the team.

You will confidently pitch ideas and strategies to develop the Website4Bookings brand further.



Relevant Skills & Interests

This list is non exhaustive — interest and dedication are our priority!

- ✓ Digital & Print Marketing
- ✓ Photography & Videography
- ✓ Software Engineering
- ✓ Journalism & Copywriting
- ✓ Web & Graphic Design
- ✓ Seo & Social Media
- ✓ UX Development



Our Previous Interns



—
“I will always be thankful to you for giving me the opportunity to kickstart my career and acquire the skills needed.”



—
“A challenging and dynamic working environment where I can learn from a talented and diverse team.”



—
“If you want to gain experience and get your feet in the door for marketing this internship is amazing!”



—
“A great environment to work in and great people all around you, helped me gain enough experience to get my dream job.”



—
“I have thoroughly enjoyed my experience at Website4Bookings, and it has been an honour to work for an organisation that has had such an impact in its industry.”



The Application Process

→ Visit our careers page to apply

→ Attend an interview with the Marketing Director at our Wimbledon branch

→ The internship begins with a meet-the-team session and orientation process