



## Apply here

### Start date

Flexible

### Duration

6 months

### Languages

Good spoken and written English levels are required (B2 onwards)

### Location

Belfast, Northern Ireland

Belfast is the capital city of Northern Ireland and over recent years has seen a period of significant regeneration and growth. The birthplace of the Titanic, this vibrant city has a buzzing nightlife and social scene with many cultural events taking place throughout the year. Close to beautiful countryside and the famous Giant's Causeway, Belfast has something to suit all tastes.

### Are you eligible?

Are you a registered student?

Or

Are you eligible to participate in the Erasmus+ programme?

### Benefits

See website for details of all ESPA benefits. For all internships over 6 months, additional benefits will be paid. Details available at interview.

## Role

This is an exciting opportunity for an innovative Digital Marketing student to gain practical experience and become fully involved in the continued success of the host company. Mentored throughout, you will be involved in all aspects of their online presence, using your talents to promote the offerings of this popular organisation. This is a great chance to shoulder some responsibility at an early stage and really make an impression, giving an invaluable boost to your CV and to your career aspirations.

## Tasks

- Website content planning and updating
- Assist in the development and administration of company websites
- Marketing, using social media and mail campaigns
- Supporting a range of marketing and PR activities
- Work collaboratively with cross-disciplinary teams.

## Desired Skills

- Experience and knowledge of online marketing techniques and strategies
- Basic understanding of on-page/on-site Search Engine Optimisation (SEO)
- Proficient in the use of Adobe Creative Suite
- Experience and knowledge of using major social media platforms for business
- Ability to carry out instructions effectively and efficiently
- Ability to multitask and prioritize workload
- Passionate for their field and looks for constant improvement.

## The Host Company

The host company is a franchise of a well-known city tour operator, now operating in over 100 locations worldwide and spanning six of the seven continents. Their bright, cheerful and fun-filled red open top buses are sought after by tourists and visitors to some of the world's top destinations. The host, based in Belfast, is looking to increase popularity for tours in this historic city and this is the ideal opportunity to be involved in their success story.