



Apply here

Start date

March 2018

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 assist in growing the online presence of this homegrown family run tour operator. Mentored throughout, you will be involved in improving the brand awareness through online marketing, website content planning, creation of online mail campaigns and other social media activities. This internship is a great opportunity to gain practical skills in a real business, providing a great addition to your CV and boost to your career aspirations.

Tasks

- Website content planning
- Creating and delivering regular mail campaigns
- Market research
- Identifying and engaging with target audiences on social media platforms
- Perform research, run key word campaigns and other marketing activities to support the Marketing team
- Creating blogs.

Personal Skills

- SEO & SEM experience
- Self-starter, ability to work on your own and within a closely integrated team
- Innovative thinker
- Practical experience using social media software; for example, Facebook, Mail Chimp, Twitter, Instagram
- Previous experience of social media management.
- Calm under pressure
- Excellent communication skills, both written and spoken
- Strong creative and commercial skills
- Motivated individual

The Host Company

The host company is a family run tour operating bus company with a fleet of 15 buses. They pride themselves on providing their clients with an authentic Irish experience whether touring the local sights of Belfast City or further afield up the coast road to the natural wonder that is the Giants Causeway. The host, based in Belfast, is looking to increase popularity for tours and raise the company profile to new highs. This is the ideal opportunity to be involved in their success story.